

SUMMARY OF QUALIFICATIONS

- **Strong technical background**, with experience in working with software applications, processes and programming languages including Excel, PivotTables and VLOOKUP, SQL, Tableau, HTML and Microsoft Visual Basics.
- **Time management fanatic**: maintained a 100% university course load, successfully planned 8 events as a Marketing Director for the Armenian Student Association, competed in and won an interhouse soccer tournament at the University of Toronto while working full-time in 2021.
- **Resourceful team player** who can proficiently work with others to achieve a common goal, proven by the successful completion of 16 total team projects while working at Creative Jar Consulting and the Armenian Student Association.
- **Excellent verbal and written communication skills, and presentation skills in three languages**: proven track record of successfully resolving customer concerns while working with a diverse clientele.

EDUCATIONAL BACKGROUND

University of Toronto - Bachelor of Business Administration (BBA)

Sep 2018- Aug 2022

Specialist in Management and Marketing with a GPA of 3.34 in Core Marketing and Research Courses

Relevant Courses

- Analytics for Decision Making
- Intermediate Finance
- Quantitative Methods in Economics
- Price Theory: A Mathematical Approach
- Operations Management
- Product Management and Branding
- Pricing Strategy
- Managerial Accounting

PROFESSIONAL WORK EXPERIENCE

Customer Experience Associate, *TD Canada Trust*

Feb 2023 – Ongoing

- Routinely provided initial overviews and referred clients to personal bankers, contributing to the successful closure of deals on various investment products, such as Mortgages GICs, and Mutual Funds, Totaling \$2+ million in managed assets.
- Conducted requirements elicitation and analysis through interviewing 120+ customers and determining the appropriate support specialist.
- Collaborated with personal bankers and financial planners daily, by effectively relaying customer information and preference data.
- Processed 50+ financial transactions daily, with exceptional attention to detail, thereby ensuring over 99% accuracy in handling customer deposits, withdrawals, and wire-transfers.
- Exceeded expectations of 650+ monthly customers, maintaining a 95% Legendary Experience Index (LEI) score.

Business Development Representative, *Good Life Fitness*

Nov 2021 – Ongoing

- Reviewed and summarized 600+ pages of customer feedback and suggested areas of focus for improving service levels.
- Acquired 9 new members through cold calling, lead follow-up, personal networking, and relationship development.
- Generated customized sales quotes and demonstrated products to 4+ different clients daily.
- Executed timely resolution of 200+ member concerns via email, and facilitating communication between the customer and management, resulting in a 30% reduction in escalated complaints.

IT Advisory Consultant, *Creative Jar Consulting*

May 2020 – Oct 2021

- Assisted 13 SMBs with digital strategic initiatives, enabling them to engage with customers through different channels.
- Provided professional IT services and technical support to 13 small to mid-size businesses across North America.
- Conducted risk assessments for 7 clients facing security issues and implemented controls to prevent security breaches.
- Created Digital Roadmaps and integrated mobile design, social media, eCommerce features into websites.
- Provided clients with Business Intelligence and Analytics through Google Analytics and Tableau.

Extracurricular Positions and Personal Achievements

Marketing Coordinator/ Events Planner, Armenian Student Association (*University of Toronto*)

2019-2022

Gauss Contest Math Award, Centre of Education in Mathematics and Computing (*University of Waterloo*)

2014

Captain of Tournament Winning Team, Interhouse Competitive Soccer League (*University of Toronto*)

2019