



## LET'S COLLABORATE

I am an adaptable problem solver with experience spanning operations, design, and production. Skilled at bringing structure to complex projects, optimizing workflows, and supporting teams from planning to execution. I am passionate about driving meaningful change and value continuous improvement.

**KEY TOOLS** Adobe CS | Asana | Figma | Google Workspace | Lucidchart | Miro | MS Office | Slack | SQL | Trello

## RELEVANT EXPERIENCE

### Independent Consultant • Operations & Design

2024 - Present

- Developed accessible training programs for a hospitality group of approximately 50 employees, covering company assets including MS Excel, inventory management, sales tracking, and employee performance; created decks, exercises, and assessments to improve knowledge retention and streamline onboarding
- Developed brand identities and marketing collateral (logos, packaging, digital assets) that improved visibility for startups and small businesses
- Served as Recording Secretary for nonprofit boards and committees, scheduling meetings, preparing and distributing agendas and minutes, and tracking/following up on action items

### Business Operations Manager • Walter Klassen FX

2020 - 2024

- Led product and UX design initiatives, launching new eCommerce features and digital products that increased online monetization by 80% and boosted conversion rates by 45%
- Redesigned workflows and automated processes, cutting manual effort by approximately 400 hours annually while reducing costs and improving operational efficiency
- Led change management for digital tool rollouts and workflow automation, ensuring smooth adoption via structured training and communication
- Supervised and developed team members through regular syncs, targeted training, and ongoing support, fostering continuous improvement and skill growth

### Business Analyst • Walter Klassen FX

2018 - 2020

- Streamlined cross-functional workflows by implementing project intake system and resource tracking, eliminating bottlenecks and cutting project turnaround time
- Collected and analyzed individual and team performance data to inform resource planning, optimize workload distribution, and improve project outcomes
- Acted as a primary client-facing contact, resolving issues quickly and maintaining strong relationships that drove customer satisfaction and retention
- Conducted market research to identify customer needs and preferences, directly supporting product development and expansion initiatives

### Acting Category Manager • Paradies Lagardère

2017 - 2018

- Analyzed sales data and market trends to forecast demand, build customer-focused assortments, and implement exit strategies for underperforming products, strengthening financial performance
- Partnered with merchandise planners to develop long-term merchandising strategies and open-to-buy plans, ensuring accurate product allocation and clear distribution across channels to meet sales and inventory goals

## EDUCATION

User Experience Design Certificate • George Brown College

2023

Graphic Design Certificate • George Brown College

2021

DAN Management, BMOS • University of Western Ontario

2014