

# Grace Saqui

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## Summary

An experienced marketing and media professional with over 10 years of expertise and a proven track record of building and executing successful campaigns by collaborating with dynamic teams. I've demonstrated an ability to learn from challenges and apply insights to future projects, consistently striving for excellence and delivering impactful results. I am adept at navigating complex client needs and driving projects to successful outcomes.

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## Experience

### Digital Consultant

Freelance • Toronto, ON

04/2024 - 05/2024

- Developed and implemented a digital roadmap for a not-for-profit organization to enhance their online presence
- Provided strategic guidance to align organizational goals with available resources and capacity
- Collaborated with committee members to analyze data and research findings for realistic goal setting
- Actively engaged in consultative selling and advising clients on digital best practices
- Demonstrated empathy and understanding in working with the organization and available resources

### Sr. Parking Manager

Reimagined Parking • Toronto, ON

03/2023

- Establish and maintain strong relationships with clients to ensure high-quality customer service and satisfaction
- Drive operational management for key clients, focusing on meeting operational needs, prioritizing customer satisfaction, and staying within budget constraints
- Created and developed streamlined processes and procedures for management to utilize in standard operating procedures (SOPs) and staff scheduling, resulting in increased operational efficiency and consistency
- Collaborate with employees to drive productivity and engagement, utilizing tools like Gantt charts and Method of Procedures to track project progress and adjust timelines as needed
- Lead recruitment, selection, training, and development efforts for staff members, ensuring high caliber performance and retention
- Provide coaching and direction to employees to enhance performance and achieve project goals
- Proactively address client requests and resolve issues in a timely manner to maintain positive relationships

### Production Manager

Art by Erin Rothstein • Toronto, ON

01/2021 - 07/2022

- Developed and implemented strategies to enhance customer satisfaction and retention
- Proactively identified opportunities for upselling and expanding services within client marketing and email communication
- Collaborated with internal teams to ensure timely delivery on 100% of orders and address any delays
- Utilized effective estimating techniques to reduce shipping costs by 15% and increase profitability
- Maintained strong client relationships and improved client retention rates by providing exceptional service and support

### Director of Community Operations

The Juncyards • Toronto, ON

07/2020 - 12/2020

- Managed internal operations and membership applications through Asana, collaborating closely with the social

media manager

- Successfully coordinated and executed a high-profile art gallery exhibition featuring works by a local graffiti artist, resulting in the sale of over 35 pieces
- Conducted tours and interviews with member applicants, facilitating the onboarding process

## Sales Support Representative

CBS • Toronto, ON

10/2019 - 06/2020

- Provided administrative assistance in booking radio submissions, contracting and submitting campaign summaries; initiated new pitch submissions for various stations, Nationally.
- Led and collaborated with the Sales Support Representative team in training sessions with Brainsights to have a better understanding of operations and data analytics in radio advertising
- Fostered relationships with agencies and external stakeholders to ensure key milestones in each campaign were met

## Client Service Agent

Medcan Health Management • Toronto, ON

10/2016 - 08/2019

- Organized and maintained patient health care record systems with confidentiality, inclusive of patient visits, appointments and results
- Analyzed 2000+ survey responses to evaluate in clinic experience and improvements needed
- Built trust and fostered client relations to meet expectations during their health assessments and ensured post assessment transitions between third party providers were seamless

## Project Coordinator

Bell Media Inc. • Toronto, ON

12/2013 - 01/2016

- Built branded content based on RFP call outs for agencies and clients to create fresh marketing campaigns and achieved a 15% sales growth
- Managed work back schedules on projects for both client and internal teams, provided quarterly sales reports and forecasting reports for the director
- Attended and organized weekly brainstorm meetings with management to coordinate and plan all projects
- Analyzed project status on a weekly basis and acted as a liaison between clients and vendors

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## Skills

Leadership, Communication skills, Project Management, Social Media Management, Writing Skills, Smartsheet, CRM Software, Human Resources

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## Education

## Radio Broadcasting

Humber College • Etobicoke, ON

06/2010

- Diploma of Education, Radio & Television Broadcasting Technology
- Music Director for Radio Humber, CKCH 96.9 FM