

PERSISTENT • PROACTIVE • RELIABLE

CERTIFICATIONS & TECHNICAL SKILLS

Hootsuite

- Social Media Marketing
- Media Platform

SEO | Content Creation

- Google Analytics
- Adobe Creative Cloud

Data Management

- CRM Software
- Microsoft Office Suite

Target Research

- Clear Decisions
- Euromonitor

EDUCATION

Sheridan College | Pilon School of Business | September 2022 - Present

Advanced Diploma in Advertising & Marketing Communications Management

- Apply project management skills to develop digital marketing campaigns, encompassing email marketing, social media, SEO, and content creation.
- Ensure effective delivery, adherence to objectives, and budget compliance with a local client for a third-year capstone project.

Accomplishments

- Google SEO Ad Word Campaign Competition | Ranked 1st place | 2023
- OCMC Sales Presentation | Ranked 1st place provincially | 2023
- Vanier Case Competition | Ranked 4th place nationally | 2024

EXPERIENCE

Lead Server | Hexagon | Michelin Star Restaurant | February 2022 - Present

Ranked among the top 30 on the American Express Canada's 100 best restaurants.

- Utilize CRM system with comprehensive input of information to develop and maintain client relationships to exceed expectations and ensure customer retention.
- Facilitate team workshops focused on creating personalized client experiences by implementing best practices in service and sales standards.
- Participate in exclusive promotional events such as Holt Renfrew Private Sales, VISA Infinite Celebration, American Express Annual Recap, and Stratus Winery Taste of Fall Dinner.

Accomplishments

- Highest sales per hour - \$822.37
- Highest average gratuity percentage - 23.2%

CONTACT INFO



DIGITAL PORTFOLIO

905.330.9896

jmonroe@sheridancollege.ca

PERSISTENT • PROACTIVE • RELIABLE

EXPERIENCE

Sales Manager | Oakville Nissan & Infiniti | August 2020 - January 2022

Ranked as a top 3 volume Infiniti dealer nationally in 2021.

- A primary point of contact for inquiries and approvals regarding sales contract negotiations, inventory planning, P&L management, sales projections, customer service index results, and reporting statistics.
- Developed personalized email marketing messages to capitalize on clients' unique needs resulting in achieving sales targets, despite a 60% inventory reduction.
- Created a comprehensive traffic reporting system developed to monitor sales process data to optimize marketing approaches and strategize for higher monthly closing ratios on sales leads.

Accomplishments

- Achieved monthly sales targets for over 80% of 2021.
- Achieved 5-star customer survey index recognition every quarter of 2021.

Sales Consultant | Volvo, Jaguar, and Land Rover | July 2019 - August 2020

Achieved record profits during the first quarter of 2020.

- Cultivated strong, long-lasting relationships with clients through attentive communication, follow-up, and after-sales support to foster customer loyalty and generate repeat business.
- Adopted a personalized, needs-based approach to guide clients through the luxury car purchasing process, establishing a seamless and memorable experience.
- Collaborated with internal departments and third-party vendors on deliverable timelines to confirm vehicle handover met client expectations.
- Strategized negotiating sales contracts and appraisals to ensure mutually beneficial outcomes.
- Appointed as Social Media Coordinator for Volvo Metro West in March 2020, to launch and manage the dealership's Instagram and Facebook accounts. Through developing relevant consistent content, social engagement increased over 200% within three months.
- Efficiently managed sales leads, follow-up activities, and appointment scheduling to optimize productivity and maximize sales opportunities. Maintaining a daily 100% completion of CRM system tasks.

Accomplishments:

- Set company record by selling & delivering 25 vehicles in July 2020.
- Sold & delivered 127 vehicles from July 2019 - July 2020.
- Won provincial XC60 hybrid "walk-around" video promotion contest.

CONTACT INFO



DIGITAL PORTFOLIO

905.330.9896

jmonroe@sheridancollege.ca