

# David Guthrie

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Customer champion with a passion for building successful SaaS products. Skilled in agile methodologies to ensure on-time delivery and continuous improvement. Craft compelling product requirements, foster seamless cross-functional teamwork, and drive measurable growth in customer engagement. Proven ability to launch innovative projects and streamline processes, leveraging a strong background in project and operations management.

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## PROFESSIONAL EXPERIENCE

Condo Control | March 2021 - Present | Toronto, ON

### **Associate Product Manager**, Present

- Create detailed product requirements and user stories, ensuring seamless execution throughout the software development lifecycle.
- Facilitate cross-functional collaboration to foster customer-centric product development and drive successful product launches and go-to-market strategies.
- Employ data analysis to enhance user experience, inform strategic product decisions, and monitor performance to provide actionable insights and recommendations.

### **Product Project Manager**, 1 yr 6 mths

- Served as Scrum Master, fostering agile methodologies and facilitating daily stand-ups, sprint planning, and retrospectives to ensure timely project delivery and continuous improvement.
- Crafted clear and concise product requirements, translated client needs into actionable specifications, and collaborated with development teams for seamless implementation.
- Enhanced team collaboration by facilitating communication between product, development, and client-facing teams for streamlined processes and accelerated product development.

### **Customer Engagement Specialist**, 1 yr 3 mths

- Improved customer retention significantly through strategic post-activation client engagement.
- Successfully implemented over 15 DRIP email campaigns, contributing to a notable rise in upsell opportunities.
- Conducted more than 25 live Zoom events, resulting in increased participation rates and heightened customer satisfaction.

### **Customer Activation Specialist**, 6 mths

- Effectively handled 20-30 activations concurrently, optimizing processes for a substantial efficiency improvement.
- Contributed to refining the activation process, leading to a significant reduction in completion time.
- Introduced a project management checklist, leading to a notable reduction in errors.

My Selftape App | May 2017 - March 2021 | Toronto, ON

### **Operations Manager**

- Achieved 47% year-over-year usage growth, surpassing set objectives.
- Increased yearly sales by 42% through strategic social media campaigns.
- Secured approximately 20K registered users through targeted marketing efforts.

Casting Central Inc. | October 2007 - May 2017 | Toronto, ON

### **General Manager (GM)**, 3 yrs

- Restructured service fees, leading to a 10% gain in sales.
- Spearheaded office relocation and merger, achieving a 5% reduction in estimated costs.
- Streamlined operations, resulting in a 15% improvement in bottom-line results.

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**Project Manager (PM), 2 yrs 6 mths**

- Conceptualized and launched a boutique film studio within time and budget constraints.
- Designed and released a digital service, modernizing the Film/TV Casting industry.
- Successfully launched an out-of-country temporary satellite location, meeting all project goals.

**Camera Operator/Administrator, 4 yrs 4 mths**

- Conducted film/TV casting sessions, achieving a 100% client satisfaction rate.
  - Streamlined office administration, optimizing labor requirements, and enhancing efficiency.
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**FREELANCE EXPERIENCE**

**Customer Service / F&B** (15+ yrs) | **On-Camera Experience** (15+yrs) | **Associate**, Jules Casting (4 yrs)  
**Consultant**, Aids Free World (3 yrs) | **Graphic/Web**, LB Acting Studio (3 yrs) | **Assistant**, Lewis Kay Casting  
(3 years) | **Property Management**, Various Rental Properties (2 yrs)

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**EDUCATION AND CERTIFICATION**

**Bachelor of Commerce - Law & Business Major**, Ryerson University, Toronto, ON  
**Advanced Diploma - Business Administration - Marketing**, George Brown College, Toronto, ON  
**Project Management Professional (PMP)**, Project Management Institute (PMI)

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**TECHNICAL PROFICIENCIES**

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|---------------------|-----------------------|------------------|
| ▪ Microsoft Excel   | ▪ QuickBooks          | ▪ Hootsuite      |
| ▪ Microsoft Word    | ▪ Adobe Photoshop     | ▪ Freshdesk      |
| ▪ Microsoft Outlook | ▪ Wix / Ascend by Wix | ▪ Mail Chimp     |
| ▪ Google Workspace  | ▪ Website Design      | ▪ Process Street |
| ▪ Jira / Confluence | ▪ Video Editing       | ▪ Salesforce     |
| ▪ Trello / Asana    | ▪ Graphic Design      | ▪ Pardot         |