

# David Guthrie

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Results-focused professional with significant experience in project management, SaaS, mobile app development, business operations, and customer success. Work history includes ten years at a film/tv casting studio, four years at a mobile app company, and various freelance jobs in diverse fields. Currently fulfilling the role of Project Manager in a SaaS environment.

## ***Proven expertise in:***

- SaaS (Software as a Service)
  - Film & Television Industry
  - Operations & Project Management
  - Creative Thinking & Troubleshooting
  - Customer Service & Technical Support
  - Process Analysis & Improvement
  - Client & Stakeholder Relations
  - Campaign Design & Promotion
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## **PROFESSIONAL EXPERIENCE**

Condo Control | Mar 2021 - Present | Toronto, ON

### **Project Manager, Present**

Work with the Developers, Business Analysts, and QA to schedule and execute agile software development activities. Facilitate open communication with client-facing teams, track hours spent against capacity available for each sprint, and actively review best practices to improve the product and development process.

#### Key Contributions:

- Host daily scrums and bi-weekly sprint planning sessions.
- Optimized usage of Jira and other software/apps to increase development efficiency.
- Developed a metric tracking system to keep executive team informed of development activities.

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

Engaged clients post activation to decrease churn and increase upsell opportunities by utilizing a variety of methods such as DRIP email campaigns, webinars, and a community forum. Automated customer success processes and worked with the activation team to develop and maintain a self-activation strategy.

#### Key Contributions:

- Developed 15+ DRIP email campaigns consisting of 100+ emails.
- Hosted 25+ live zoom events including “ask an expert” sessions, live trainings, and webinars.
- Writer, producer, performer, and editor for 25+ client videos.

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

Transition clients from sales to onboarding through to launch. Virtually hold client kickoffs, training sessions and launch meetings. Work with internal teams (sales, product, customer success, support) to ensure client satisfaction. Formatting of client data, customization of software, and building WordPress websites.

#### Key Contributions:

- Continuously managed a workload of 20-30 activations at a time.
- Overhauled the activation process through the development of a project management style checklist.
- Created a WordPress website design process, reducing the completion time by 75%.

My Seltape App | May 2017 - Mar 2021 | Toronto, ON

### **Operations Manager**

Managed all aspects of daily business and project operations including delivering comprehensive technical support, bookkeeping, marketing, and statistical reporting. Actively monitored all application updates including QA and communication among the development team with a focus on User Experience Design (UX).

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Key Contributions:

- Secured approx. 20K registered users for the company through realization of set objectives.
- Achieved average year-over-year usage growth of 47% by maintaining productive relations with users.
- Increased yearly sales by 42% through strategic initiatives implemented in social media campaigns.

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

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

Led all routine business operations including day-to-day activities, project management, customer service, technical support, and financial reporting. Oversaw HR activities such as hiring and training. Served as website designer, graphic designer, and video editor when required.

Key Contributions:

- Achieved a 10% gain in sales by restructuring service fees.
- Led an initiative to relocate the office and merge two sister companies into one streamlined operation.
- Simplified attainment of bottom-line results by driving efficiencies and reducing cost by 5%.

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

Spearheaded numerous projects in an agile environment from conception to completion with a focus on planning, execution, monitoring, and stakeholder communication. Delivered support in running day-to-day business operations, created marketing materials, and involved in management decisions.

Key Contributions:

- Created a boutique film studio from concept to opening within time and budget.
- Designed and released a digital service that modernized the Film/TV Casting industry.
- Planned, organized, and launched an out-of-country temporary satellite location.

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

Camera Operator for Film/TV casting sessions and self-tape auditions. Office Administrator that included studio management, printing materials for clients, and uploads to industry websites.

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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 / Statuspage | ▪ Video Editing       | ▪ Salesforce     |
| ▪ Trello / Asana    | ▪ Graphic Design      | ▪ Pardot         |