

David Guthrie

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Results-focused professional with significant experience in entertainment, business operations, mobile app development, customer service, and project management. Work history includes ten years at a film/tv casting studio, four years at a mobile app and various freelance jobs in diverse fields. Currently working as Customer Marketing Specialist in a SaaS environment.

Proven expertise in:

- Film & Television Industry
- Operations & Project Management
- Creative Thinking & Troubleshooting
- Team Building & Leadership
- Client & Stakeholder Relations
- Customer Service & Technical Support
- Bookkeeping & Financial Reporting
- Process Analysis & Improvement
- Campaign Design & Promotion
- Staff Training & Development

PROFESSIONAL EXPERIENCE

Condo Control | Mar 2021 to Present | Toronto, ON

Customer Marketing Specialist, Present

Engage clients post activation to decrease churn and increase up sell opportunities by utilizing a variety of methods such as drip email campaigns, webinars and a community portal. Automate customer facing processes such as client tasks during the activation phase. Work with the activation team to develop and maintain a self-activation strategy for smaller activations.

Key Contributions:

- Developed a post activation drip email campaign consisting of 20 emails spanning across 90 days.

Customer Activation Specialist, 6 mths

Transition clients from the sales process to onboarding through to the launch of their workspace. Virtually hold client kickoff meetings, 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 public facing 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 Selftape App | May 2017 to Mar 2021 | Toronto, ON

Operations Manager

Manage all aspects of daily business and project operations including delivering comprehensive technical support, bookkeeping, and statistical reporting. Actively monitor all application updates including QA and communication with the development team with a focus on User Experience Design (UX). Develop creative and innovative marketing/promotional materials. Maintain company website and social media accounts.

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.

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Casting Central Inc. | Oct 2007 to 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. Strengthened client relationships via efficient management of CRM processes. Oversaw HR activities such as hiring and training. Met and exceeded all technology requirements. Served as website designer, graphic designer, and video editor when required.

Key Contributions:

- Achieved a 10% gain in sales by restructuring service fees.
- Developed a solid business reputation through consistency, transparency, and quality customer service.
- Maintained a record of 100% core client retention with new and existing clients.
- 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%.
- Elevated secondary client base through networking, outreach, and word of mouth.

Project Manager (PM), 2 yrs 6 mths

Spearheaded numerous projects in an agile environment from conception to completion with an importance placed 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.

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)

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)

TECHNICAL PROFICIENCIES

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|---------------------------|-----------------------|------------------|
| ▪ Microsoft Excel | ▪ Adobe Photoshop | ▪ Hootsuite |
| ▪ Microsoft Word | ▪ QuickBooks | ▪ Freshdesk |
| ▪ Microsoft Outlook | ▪ Wix / Ascend by Wix | ▪ Mail Chimp |
| ▪ Asana | ▪ Website Design | ▪ Process Street |
| ▪ G-Suite / Gmail | ▪ Video Editing | ▪ Salesforce |
| ▪ Social Media Management | ▪ Graphic Design | ▪ Pardot |