

# David Guthrie

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Passionate about turning ideas into practical solutions that make a difference. Experienced in leading teams, streamlining workflows, and delivering results that drive business success. Skilled at aligning goals with customer needs, using data to make smarter decisions, and fostering collaboration across teams. A certified PMP who loves building systems and products that improve experiences for both users and businesses.

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## PROFESSIONAL EXPERIENCE

Condo Control | March 2021 - Present | Toronto, ON

### **Agile Product Manager**, Present

- Translate stakeholder priorities and customer feedback into actionable product requirements and user stories.
- Lead Agile teams to deliver SaaS updates, managing sprint planning, stand-ups, and retrospectives.
- Align product, development, and customer-facing teams to resolve pain points and meet business goals.
- Boost team efficiency by removing roadblocks and applying Agile best practices.
- Enhance user experience by integrating insights from multiple teams, driving improvements in customer satisfaction and product functionality.

### **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.

### **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.

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**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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**CERTIFICATION & EDUCATION**

**Project Management Professional (PMP)**, Project Management Institute (PMI)

**Bachelor of Commerce – Law & Business Major**, Ryerson University, Toronto, ON

**Advanced Diploma – Business Administration – Marketing**, George Brown College, Toronto, ON

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**TECHNICAL PROFICIENCIES**

**Project Management Tools:** Jira, Confluence, Todoist, Trello, Asana, Process Street.

**CRM and Customer Tools:** Salesforce, Pardot, Freshdesk.

**Office and Productivity Software:** Microsoft Office Suite (Excel, Word, Outlook), Google Workspace.

**Design and Media Tools:** Adobe Photoshop, Video Editing Software, Graphic and Website Design Tools (Wix, MailChimp, Hootsuite).

**Accounting and Financial Tools:** QuickBooks.

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**FREELANCE EXPERIENCE**

**Customer Service & F&B:** 15+ years in hospitality and customer-facing roles.

**Film & TV:** 10+ years of on-camera experience.

**Casting & Consulting:** Associate, Jules Casting (4 yrs); Consultant, Aids Free World (3 yrs); Assistant, Lewis Kay Casting (3 yrs); Graphic/Web Design, LB Acting Studio (3 yrs).