

David Guthrie

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Experienced Product Specialist in a SaaS environment with a track record of successful project management, fostering agile methodologies for timely delivery and continuous improvement. Proven in crafting clear product requirements, enhancing collaboration, and achieving growth in customer engagement. Former Operations and General Manager, adept at streamlining operations and launching innovative projects in the Film/TV Casting industry.

PROFESSIONAL EXPERIENCE

Condo Control | March 2021 - Present | Toronto, ON

Product Specialist, Present

- Serve as Scrum Master, fostering agile methodologies and facilitating daily stand-ups, sprint planning, and retrospectives to ensure timely project delivery and continuous improvement.
- Craft clear and concise product requirements, translating client needs into actionable specifications, and collaborate with development teams for seamless implementation.
- Enhance 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, resulting in a substantial decrease 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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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 | ▪ 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 |