

# KATHERINE SANTOS

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## PROFESSIONAL SUMMARY

Detail-oriented Professional with 8 years of experience in business administration, involving marketing coordination, content creation, and client engagement. Proven ability to drive marketing initiatives, manage campaigns, and enhance brand visibility. Adept at leveraging creative design tools and CRM platforms to support successful marketing strategies. Recognized for strong organizational skills, independent decision-making, and impactful contributions to company growth.

## SKILLS

- Marketing Campaign Coordination
- Email Marketing (Mailchimp, Follow Up Boss)
- Content Creation & Graphic Design
- Business Communications
- Client Relations & Engagement
- Google Ads & Analytics
- Process Streamlining
- Microsoft Office Suite
- Website Content Management & Design (Wix)
- Budget Management & Reporting
- Spreadsheet Tracking
- CRM & Data Analytics

## WORK HISTORY

### **Freelance Marketing Designer (Part-time)** | Nick Crozier Realty *09/2023 - Current*

- Designed and developed a range of marketing materials, including Newsletters, flyers, and social media graphics, to enhance brand visibility.
- Drafted and executed email blasts using Mailchimp and Follow Up Boss, effectively reaching target audiences and driving engagement.
- Collaborated closely with the realty team to align design content with marketing strategies and real estate goals.
- Provided creative direction and feedback on visual elements, ensuring all materials were consistent with brand identity.
- Managed multiple design projects simultaneously, delivering high-quality work under tight deadlines.
- Utilized Adobe Creative Suite and Canva to produce visually compelling content, driving client engagement and lead generation.

### **Business Service Administrator** | HighView Financial Group *05/2022 - Current*

- Spearheaded the annual Milestone Client appreciation initiative, fostering client loyalty and enhancing brand engagement through targeted marketing efforts.

- Coordinated and executed client meetings for 100+ clients quarterly, ensuring seamless logistics and effective communication.
- Planned and coordinated semi-annual employee events, fostering team engagement and enhancing company culture through meticulously organized and creative event experiences.
- Effectively utilize CRM software to monitor activities, generate accurate client reports, and ensure up-to-date client information.
- Conduct thorough data reconciliation between Harmony and Salentica, assisting in maintaining accurate and current client records across systems.
- Oversee internal data spreadsheets, elevating accuracy and cross-departmental communication.
- Rapidly acquire and apply new skills, enhancing daily efficiency and productivity.
- Thrive in fast-paced settings, consistently meeting deadlines and delivering superior results.

### **Business Partner** | Office Solutions

*10/2016 - 05/2022*

- Optimized Google and Bing advertisements using Google and Bing Analytics tools, significantly enhancing search engine performance and ROI.
- Designed and drafted website content using Wix, effectively communicating the company's brand and service offerings.
- Evaluated campaign performance metrics, producing detailed reports, and offering insights to guide data-driven decisions and ongoing optimization efforts.
- Managed customer correspondence, ensuring prompt and professional responses that supported brand image.
- Crafted and executed targeted email campaigns using Mailchimp to effectively engage our existing client base, providing timely updates on deals, sales, and promotions.
- Conducted data-driven reconciliation of monthly sales and expenses, providing critical insights for marketing budget allocation.
- Developed comprehensive accounting and employee sales reports, facilitating data-driven marketing decisions.
- Collaborated with leadership on marketing initiatives, contributing to increased efficiency and productivity.

## **EDUCATION**

Toronto Metropolitan University - Toronto, ON

*06/2022*

**Postbaccalaureate Certificate:** Public Administration and Leadership

Wilfrid Laurier University - Waterloo, ON

*06/2017*

**Bachelor of Arts:** Global Studies

## **CERTIFICATIONS**

Occupational Safety Group Inc. - Online

**Part 1 & 2: Joint Health and Safety Committee**

*09/2023*