



ASHLEY MARTINEZ

EDUCATION

I have a degree from Western University specializing in Psychology and Business Administration. Through my work experience I have had training in various applications such as Salesforce, Microsoft Applications, AtTask, WordPress, ConfirmIt, social media platforms and various proprietary content management systems.

ABOUT ME

I have worked with various clients from Fortune 500 status to smaller local businesses. With customer success as a top priority, I aim to exceed expectations consistently. I am a goal oriented strategic thinker and problem solver, with great interpersonal and communication skills. My results driven and efficient approach allows for the successful management of cross-functional teams. Keeping my focus on innovative solutions and creative strategies with every client is how I succeed.

STRENGTHS

Through my years of experience managing a variety of accounts I have been able to fuse together a breadth of knowledge applicable to building client satisfaction and success. I am an expert at fueling good research to build valuable insights, and I focus on understanding the needs of a company or brand. Some of my core competencies include:

- Organization & time management
- Team building & leadership
- Interpersonal & communication skills
- Goal oriented strategic thinking
- Client management & success
- Innovation & problem solving

EMPLOYMENT

ORGANICS LIVE | Local Owner (2014 - Present)

- Offering Torontonians a sustainable and affordable organic food option.
- Partnering with many local business owners and Ontario farmers.
- Creating online thought leadership and content to engage new potential customers.
- Managing all administrative aspects of the business as well as organizing events, building professional partnerships and managing logistics and acquisitions.

VISION CRITICAL | Senior Manager, Customer Success (2013 - 2015)

- Offered direct support and management, for accounts worth over \$1.3 million in annual revenue resulting in 90% contract renewals.
- Gathered research insights to contribute to major business decisions through online communities.
- Created detailed presentations engaging various cross-functional teams to keep customers informed, on track and within budget.
- Sold clients on the latest products and services that resulted in a 40% sales growth across accounts.

VISION CRITICAL | Senior Project Manager (2011 - 2013)

- Full execution of projects from initial consultation to delivery.
- Produced quotes for projects, assisted on questionnaire design, sample pricing, feasibility and budget management.
- Successfully managed cross-functional teams keeping profit margins at 100%.
- Lead new recruits through on boarding training resulting in a 90% rate of retention.

PASSIONS & POTIONS | Social Media Manager (2010 - 2012)

- Created weekly blog posts and managed social media campaigns which resulted in a 25% increase in new business.
- Researched new methods of engagement to increase client success rates.

IPSOS-REID | Project Manager (2007 - 2011)

- Managed ongoing projects from start to finish.
- Offered detailed customer support and assistance.
- Provided time and cost effective solutions for task execution.

KABOOSE INC. | Sales and Marketing Assistant (2005- 2006)

- Assisted in managing key accounts, compiled weekly campaign reports, and created post campaign analyses for advertisers.
- Contributed to business development by providing industry research, client prospects, competitor analysis and revamping presentations.



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