

# Michael Green

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# Marketing Coordinator

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Skilled and dedicated individual with 2+ years of marketing experience with a history of creating marketing campaigns to increase awareness and online web traffic. Experience in building working relationship with clients, providing critical thinking to solve problems and initiating marketing projects to completion to attract new customers. **Areas of Expertise include:**

- Microsoft Office
- Google Analytics
- SEO Marketing
- Organizational Skills
- Communication Skills
- Multitasking Skills
- Problem Solving
- Time Management
- Social Media Marketing

## Professional Experience

**YMCA of GREATER TORONTO** | Toronto, ON | March 2019 – Current

### Sales Representative

- Analyze information on competitors to recommend and execute promotional methods to attract people to get a gym membership after Covid by 8% within 3 months.
- Launch our 1-week trial promotion in April of 2022 to attract between 10-30 people/week who are interested in a membership.
- Identify potential members needs by developing rapport with them and selling an average of 15-30 gym memberships/week.
- Use email marketing techniques to answer questions and promote the features of a gym membership to over 30 people/week, leading to an increase in online membership by 4%.
- Manage marketing content on our mobile app to inform members of upcoming fitness classes and recreational sports taking place.

**HARBOURFRONT CENTRE** | Toronto, ON | May 2018 – March 2019

### Customer Sales & Marketing Representative

- Generated over \$3,000 a week in sales by selling skate rentals and charter boat tour tickets.
- Prepared marketing related information for events, which includes posting content on the website twice/week and utilizing pay-per-click advertising to attract more website traffic.
- Involved in the marketing launch of our winter event “DJ Skate Night” on Saturdays from December 2018 – February 2019 to attract over 200 people during skate night.
- Posted content on social media to inform followers of any upcoming events and concerts happening around the harbourfront area.
- Maintained all sales reports and performed data entry duties to analyze weekly sales to ensure that sales quota of \$2,000/week is being met.

**REAL CANADIAN SUPERSTORE** | Toronto, ON | October 2007 – May 2016

### Customer Service Representative

- Responded to an average of 60 customers a day by answering questions about products and resolving issue promptly.
- Increased seasonal merchandise sales by 8% by identifying unsold products and arranging products throughout the store through marketing displays and in store promotions.
- Increased customer satisfaction rate by 17% by recommending products to customers that were satisfactory and affordable.
- Improved productivity by 7% by training new employees to operate a cash register, merchandise new products and create labels to provide faster services.
- Reorganized the backroom to store more products in the back and maintain better records of inventory on hand.

## Education

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### **Certificate in Digital Marketing**

Brainstation | Toronto, ON | October 2022

### **Graduate Certificate in Event Marketing**

Seneca College | Toronto, ON | April 2021

### **Diploma in Business Administration – Entrepreneurship & Small Business**

Seneca College | Toronto, ON | June 2016

## Volunteer Experience

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**SENECA COLLEGE** | Toronto, ON | January 2021 – April 2021

### **Event Coordinator / Partnership Committee**

- On the sponsorship committee to organize our marketing event, Make It Happen, in March 2021 where marketing students connect with industry professionals about how to become successful marketers in the future, which attracted over 400 students to attend.
- Raised \$6,097 in sponsorships from students and alumni to help plan our virtual event.
- Collaborated with the marketing department to create a promotional video for Make It Happen to attract marketing students to attend.
- Coordinated with VIP guests to inform them when the event took place and how they can register for it.
- Promoted the event on social media sites 3-4 times per week using Hootsuite to inform students of the guest speakers at the event.
- Worked with *What's Stuck Spirits* to create a marketing campaign using SEO knowledge to increase social media followers by 7% and sales and 4%.

**NAPARIMA ALUMNI ASSOCIATION of CANADA** | Toronto, ON | September 2018 – December 2019

### **Marketing Assistant**

- Increase website traffic by 11% using keyword marketing techniques, which included posting blogs and writing articles.
- Promoted over 15 events by drafting, editing, and sending emails to subscribers to inform them of upcoming events.
- Assisted with the planning, creation, and distribution of our seasonal newsletters to over 100 members and subscribers.
- Created and organized a content calendar for social media platforms from copy and development to execution.
- Solved an overbooking issue by arranging the room set up to allow caterers, performances, and the DJ to work in their designated areas while allowing guest to easily navigate through the dining hall to socialize, which increase attendance by an extra 20 people.