



Highlights of Qualifications

Customer Success Operations Management

- Led Customer Success Operations for SAAS companies.
- Led Customer Success Operations for SAAS companies.
- Designed and maintained company Wikipedia and Knowledge Base to boost end user access.

Administration & Human Resources Management

- Led the research, development, and presentation of business and marketing strategies to clients and investors.
- Delivered expert compliance guidance and live training on RECBC and RESA regulations to brokers in firms of all sizes.
- Provided strategic consulting on personnel policies and oversaw the performance audit of 35+ in-house process servers and 100+ outsourced firms, ensuring operational excellence.

Finance Department Administration

- Expert in comprehensive accounting functions, including accounts payable/receivable, banking and trust reconciliations.
- Proficient in month-end and year-end closings, payroll management, income statements and financial reporting.
- Skilled in budget oversight, cash flow forecasting and government reporting.

Business & Systems Development for Small Businesses

- Led system workflow analysis and implementation processes, design and management of branding and marketing and accounting systems. Optimised processes for pipeline planning and efficiency to boost productivity and reduce bottlenecks.
- Developed data-driven client retention strategies, driving customer satisfaction and growth through scalable solutions.

Conveyancing/ Real Estate Administration

- Expert in residential and commercial conveyance, managing all stages from contract initiation to completion.
- Efficiently coordinated with external brokerages and legal services for seamless transactions.
- Skilled in retrieving key data from BC Online and Canadian Securities Systems, including Land Title Searches and Strata Plan Documents.

Software & Website Development

- Joint developed, implemented and managed online Realtor portal, from inception to delivery.
The portal included:
 - Document delivery system for contracts to process & convey.
 - Support & Knowledge Base centre
 - Educational & Training courses.
 - Leaderboard & announcements.
 - Google SSO.
 - Customizable Agent profiles.
 - Downloadable Marketing Templates.
- Designed and built paradisepalms.ca, ilohome.ca, punchproperties.ca

Outbound Marketing

- Directed and implemented the creation and design of marketing materials, including web and print assets, newsletters and ads for various companies.
- Managed and optimised company websites, blogs, and social media.

Professional Experience

SAAS Industry

Loft47 Technologies Inc. — Customer Success Operations Manager 2019 to present

STAT Search Analytics Inc.— Office Manager 2014

Austeresoft Inc., Vancouver — Sr. Payroll Administrator 2011 - 2013

Real Estate Industry

Vancouver Rental Properties — Administration/Accounting & Marketing 2015 - 2018

eCo Realty Inc. & HQ Real Estate Services Inc. — Senior Conveyancer/Operations Head 2011 - 2015

TAC Real Estate Corp. — Senior Conveyancer 2009 - 2011

MAC Marketing Solutions Inc. — Administrator/Finance 2009 - 2011

Macdonald Realty — Jr Conveyancer/Administrator 2006 - 2009

Software & Application Expertise

Administration General	Accounting Conveyancing	Design/Marketing	Customer Service Management/Communications
Microsoft Office: MS Word, MS Excel, MS PowerPoint, MS Outlook Google Workspace: GoogleDocs, GoogleSheets, GoogleForms, GoogleDrive, GoogleMeet Operating Systems: Windows 11 OS12 Monterey Linux Fedora (Gnome)	Accounting Software: Xero QuickBooks Online & Desktop Simply Accounting Conveyancing/Accountin g Software: Loft47 LoneWolf/BrokerWolf Borran RealBroker Real Estate Software: MLXchange Paragon	Print & Web design Software/apps: Adobe Suite, Adobe Illustrator, Adobe Photoshop, Adobe Indesign Front-end Code: HTML, CSS, JS Content Management Software: WordPress, Dreamweaver, Squarespace Outbound Marketing: Zoho Campaigns, Mailchimp, Hootsuite, YAMM Social Media apps: Facebook, Twitter [x], Instagram, Google+	Customer Facing Software/apps: ZohoCRM, SalesIQ, Desk, Campaigns, Knowledgebase HubspotSales Hub(CRM), Service Hub, Operations Hub Insightly CRM, Salesforce CRM Intercom Zoom Internal Communication apps: Asana, Slack, Trello, Taiga

Education

Academy of Learning College, Vancouver — Business Administration & Accounting

CDI College, Abbotsford— Marketing & Design