

lindsay fry

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Dynamic and motivated creative professional with a proven record of generating leads, building strong customer relationships and successfully managing projects from concept to completion.

Experience

Sales Development Rep

HotSpot Parking, Transit + Taxis, Fredericton NB

July 2019 - Dec 2019

- Responded to, engaged and qualified inbound leads and inquiries for the Sales and Marketing teams.
- Expanded awareness, educated customers, asked for referrals and identified new opportunities to develop accounts.
- Worked closely with Marketing and Client Success teams to develop account intelligence, relationship maps and use case opportunities through direct account engagement and insight tools.
- Scheduled appointments and demos for the Sales Department.
- Acted as the subject matter expert on Digital Permit and Hotel Dashboard product/solutions.

Customer Service Rep + Project Coordinator

Taylor Printing Group, Fredericton NB

Oct 2017 - Apr 2019

- Managed projects from order entry, through design, proofing, production, finishing and delivery.
- Effectively prioritized and coordinated an average of 50 customer projects at a time.
- Acted as the primary point of contact between customer and production department.
- Provided ongoing advice, support and guidance to customers to ensure their needs and expectations were met or exceeded.
- Delivered strong customer service through clear, ongoing and timely internal and external communication.
- Managed relationships with regular customers to anticipate needs and coordinate upcoming projects.

Graphic Designer + Front End Web Developer

Freelance, Remote

Nov 2012 - Ongoing

- Front-end web development and responsive redesign of new and existing websites.
- Designed and developed mobile and desktop ads.
- Worked with clients to create logos and brand guides.
- Created marketing materials such as posters, postcards etc.

Expertise

Project Management

Customer Service

Marketing

Sales + Advertising

Event Coordination

Graphic Design

Web Development

Print Production

Technical + Creative skills

HubSpot

Photoshop

InDesign

Illustrator

Microsoft Office

Google G Suite

Mailchimp

Salesforce

HTML, CSS and JS

WordPress

Certifications

HubSpot Sales

Software Certification

HubSpot 2019

Inbound Marketing

Certification

HubSpot 2019

Accelerated

Sales Bootcamp

Sandler Training 2019

Corporate Location Manager

The Ten Spot, Toronto ON

Sept 2016 - Sept 2017

- Managed, supported and engaged a team of 10-15 employees.
- Was responsible for all hiring, training, scheduling and ongoing education of all staff at my location.
- Supported corporate marketing initiatives by performing daily coaching sessions with employees, consistently helping them exceed sales and service goals set for the month.
- Performed metric-based analysis of marketing initiatives and completed weekly/monthly reports detailing results to HQ.

Operations + Location Manager

Coffee Public, Toronto ON

June 2015 - Sept 2016

- Managed the team and facilities at a busy independent coffee shop downtown Toronto.
- Assisted with cafe marketing, designing marketing materials like menus, loyalty cards and business cards as required.
- Was responsible for all ordering and ongoing management of stock and supplies.
- Served as main point of contact for suppliers, building security, contractors and vendors.

Operations Manager + Toronto Chapter Lead

Ladies Learning Code, Toronto ON

Aug 2014 - June 2015 + Feb 2013 - July 2014

- Coordinated more than 35 beginner friendly technology workshops and events for women, girls and kids in Toronto.
- Scheduled email and social media marketing campaigns and coordinated the design and distribution of any relevant printed marketing materials for all events in Toronto.
- Provided support and direction to volunteer instructors, mentors and learners leading up to and the day of the event.
- Provided support to other Chapter Leads across Canada.
- Engaged the community of volunteers and learners. Was responsible for recruiting volunteers and filling workshops/camps/events in Toronto.

Office Coordinator

Edelman Public Relations, Toronto ON

Sept 2011 - Aug 2012

- Performed general office admin duties and greeted all visitors/guests at the reception desk.
- Worked directly with the Office Manager and HR Manager to help onboard new employees and organize/execute company meetings and events.

Education

Web Development

Immersive Bootcamp 2014 + Intro to HTML & CSS and Responsive Design Certificate 2013

Juno College of Technology,
Toronto ON

Digital Design and Multimedia Web 2012

Toronto Image Works,
Toronto ON

Administrative Specialist 2006

Eastern College,
Fredericton NB

Bachelor of Science 2003-2004 (1st yr)

University of Prince Edward
Island, Charlottetown PE