

MITCHELL SAUNDERS

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SUMMARY

Confident, dynamic, and highly creative professional with experience in sales, product management, and Creative strategy. Proven experience in the technology industry focusing on product development, account management, business development, strategic marketing/advertising, relationship management, client services, and brand management. Now highly proficient in developing and executing brand, and creative strategies within the advertising industry. Proven experience in crafting compelling strategy that resonates with creatives, and clients. Adept at maintaining brand personality, utilizing storytelling tactics, conducting thorough research to inform creative direction, and collaborating with cross-functional teams to deliver impactful campaigns. Keen focus on research and analysis, strategic content ideation, and the ability to present complex strategies to both clients and stakeholders. Stays current with industry trends and effectively monitors competition for data-driven decision-making. Technically proficient with MS Office/O365 (Word, Excel, PowerPoint, Outlook, OneNote, OneDrive, Teams, SharePoint), Zoom, Salesforce CRM, ZoomInfo, StackShare CRM, Slack

PROFESSIONAL EXPERIENCE

Diversys, Toronto, ON

Sales Representative

Feb 2021 – June 2022

Diversys is a SaaS recycling and waste management solution, that connects collection activities and in-office management via mobile app, web portal, live data, and dashboards

- Involved in understanding customer needs, competitive landscapes, trends, and defining product roadmaps for leveraging technology and data to delight customers pivotal to the business growth
- Managed the end-to-end customer journey across product and business units to ensure compelling, coherent, and consistent our customer's experience is; played a key role in product Discovery, Definition, and Delivery
- Conducted ongoing competitive analysis of other sites, apps, and products to continually identify ways to improve the user experience
- Closely worked with the sponsor, technical and functional experts, gather functional and technical requirements, develop project plans which include resource assignments, schedule, milestones, and tracking, risk identification & mitigation change management
- Developed and managed the execution of complex sales processes including partnership development, cold-calling, forecasting, lead generation, pipeline management, quota attainment, and contract management
- Partnered with sales, marketing, and engineering teams to create go-to-market strategies for each new product and continually ensure priorities align with sales activities
- Facilitated meetings/presentations and worked closely with the leadership team to understand the latest growth numbers and trends for ongoing business growth and process improvements
- Managed issues throughout the process including problem identification, root cause analysis, and client communication

Guelph Nighthawks, Canadian Elite Basketball League, St. Catharines, ON

Basketball Operations Intern

2020

- Participated in all aspects of the organization, including operations, marketing, analytics, and coaching
- Worked through the COVID-pandemic and participated in business continuity activities

ADDITIONAL WORKING EXPERIENCE

Grassworks, Oakville/Burlington, ON- Lead Foreman- Spring/ Summer, 2018- 2023

Brock University Varsity Men's Basketball Team, St. Catharines ON – Basketball Player, 2015 - 2020

Connect Resource Managers and Planners Inc, Oakville, ON - Office Assistant/Customer Service, 2019

Brock Basketball Scoring Academy, St. Catharines, ON - Basketball Coach and Trainer, 2015 – 2019

Nike Store, Niagara on the Lake, ON – Retail Sales Representative, 2016

EDUCATION & TRAINING

Miami Advertising School, Toronto, ON- Creative Strategy Program (2023)

Brock University, St. Catharines, ON - Bachelor of Sport Management (Honours), 2020

Brock University, St. Catharines, ON - SPMA 2P98 Sport Event Management, 2016

Workplace Health and Safety Awareness Training, 2019