

MEGHAN ROSSEEL

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Professional Summary

Advanced Diploma Marketing graduate with 6 years of prior experience working directly with clients, areas of expertise include effective relationship management, exemplary written and verbal communication, and a comprehensive grasp of the customer journey. A strong team player with a passion for collaboration and clear communication.

Skills

- Acute attention to detail
- Exceptional time management and prioritization
- Effective relationship management
- Holistic critical thinking and problem solving
- Robust understanding of market research and analytics
- Experience with marketing plan development
- Efficient in developing reports including proposals, market research reports, and competitive analyses
- Familiar with Google Analytics and MS Power BI
- Proficient in MS Office applications

Work Experience

Esthetician/Client Consultant

North Medical Spa - Toronto, ON
July 2019 - August 2020

- Employed SMART objectives to reach weekly and monthly sales targets
- Routinely tracked, monitored, and analyzed client profiles to produce tailored recommendations based on insights
- Identified client concerns and worked together to establish goals and action plans
- Managed client expectations and practiced CRM to cultivate client satisfaction

Esthetician

Equinox - Toronto, ON
August 2018 - October 2019

- Established and grew clientele primarily via social media using the STP Model
- Consistently retained clientele through CRM and loyalty reward programs
- Designed and executed services based on client interactions and feedback
- Accommodated a wide range of client needs and concerns
- Responsible for inventory management for both retail and back-bar products and tools

Lead Esthetician

John Allan's - Toronto, ON
July 2017 - August 2018

- Regularly coordinated tasks and collaborated with various team members to serve multiple clients at a time
- Completed a high volume of treatments within a limited timeframe
- Engaged with clients to initiate rapport and establish trust
- Successfully prioritized and scheduled a large number of appointments daily

Customer Consultant - Key Holder

The Body Shop - Sarnia, ON

November 2016 - July 2017

- Responsible for completing both opening and closing procedures independently
- Balanced registers, prepared cash deposits, and created daily sales reports
- Successfully managed and resolved client concerns
- Performed consultations and recommended products based on client needs
- Processed sales transactions promptly and accurately

Self-Employed Esthetician

Intrigue Hair Lounge - Wallaceburg, ON

December 2015 to April 2017

- Tracked and monitored client history to make effective suggestions based on prior services and purchases
- Consistently met or exceeded weekly and monthly sales targets using SMART goals and objectives
- Developed and implemented content calendars for social media to promote services and drive interest using the AIDAR funnel (Facebook, Instagram)
- Promptly answered multi-line phone, returned client calls, and scheduled appointments
- Educated clients on a range of skin care products and procedures

Education

Business Administration – Marketing, Advanced Diploma

George Brown College - Toronto, ON

January 2021 to December 2022

- Consistent recipient of the Dean's Honour List
- GPA: 3.92

Esthetics Diploma

Elegance School for Esthetics - London, ON

September 2014 to May 2015

Certifications and Licenses

Remarketing Strategies with Google Ads and Analytics

February 2023

Power BI: Dashboards for Beginners

February 2023

Google Analytics

June 2022

Worker Health and Safety Awareness

May 2022

Digital Marketing Institute – Strategies for the New Customer Journey

March 2021

References

Available upon request