

George Costandi

120 Watline Avenue
Unit 8
Mississauga Ontario
L4Z 2C1

PROFESSIONAL EXPERIENCE

April 2013 to Present

Business Development and Marketing Manager **Origin and Cause Incorporated**
Mississauga, Ontario

- Supports President in reporting on business results and developing future product strategies based on competitive tracking and marketplace analysis
- Member of the Senior Management Team and supports all strategic initiatives by creating proactive solutions and processes for new business challenges
- Manages renewal contracts and product pricing negotiations to ensure the organization's competitiveness in the marketplace
- Studies analytics to identify trends in business development and pursue new business opportunities
- Develops and delivers high impact sales presentations with customized product solutions to current and prospective clients
- Researches and develops responses to RFIs and RFPs
- Acts as a liaison between clients and internal operational staff, ensuring the highest standard of client relations and product quality is delivered to our business partners
- Develops sector-specific outreach programs to increase awareness of the organization and to expand the base of the organization's clients in multiple sectors
- Leading the development and execution of new marketing and sales strategies, ensuring alignment with the company's corporate goals and objectives
- Managing the creation and production of marketing initiatives including a corporate rebranding, standardizing sales collateral and proposals, social media engagement (LinkedIn, YouTube and Twitter), a new website launch with CRM integration and a SEO/PPC campaign
- Responsible for managing the business development and marketing budgets, ensuring programs are on time and on budget
- Measures and reports on results of marketing activities, particularly looking at response rates, ROI to assess success and determine future campaign strategies
- Manages suppliers and agency relationships to ensure programs are delivered optimally

May 2009 to April 2013

Claims Analyst **Crawford & Company**
Mississauga, Ontario

- Key member of account management group responsible for newly acquired accounts. Accountable for all client inquiries and maintaining strong and progressive relationships

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- Recognized by the Canadian CEO 19 times for exceptional client management achievements
- Strong presentation skills used in hosting information seminars for employees at all levels of the organization
- Received top voted innovative idea to generate fresh revenue in the company's Global 'New Product Innovation' competition
- Identified opportunities to maximize profit, allowing Company to bill seven times greater than their original rates
- Recipient of three Crawford Team Awards in recognition for efforts in the company's three largest accounts
- Created and established new operational workflow to increase productivity and increase billing opportunities
- Proven track record in data analysis, strategic planning and execution through 100% audit review success rate
- Managerially recognized contract and policy analytical skills, saving thousands of dollars for the Company
- Identified weaknesses in the organization's data collection and performance assessments. Implemented recommendations and monitored success rates
- Developed a customer testimonial program that involves collecting feedback from customers to be leveraged as a negotiating tool upon contract renewal
- Developed interpersonal skills that facilitate successful mediations between multi-party issues on a daily basis
- Managed five stakeholders simultaneously while meeting stringent organizational protocol, insuring the seamless completion of projects and customer satisfaction

EDUCATION

Honours Bachelor of Social Sciences (2008)
Specialization: Sociology and Criminology
University of Windsor

PROFESSIONAL TRAINING

- Microsoft Office: Intermediate in Outlook, Excel, PowerPoint and Word
- Other software: Salesforce, Adobe Photoshop, Adobe Photoshop Lightroom, Joomla! and Expression
- Social Media Management: Intermediate in LinkedIn, Twitter, YouTube, Facebook and Instagram