

Harishanth Gunasekaran

Toronto, Ontario • (647) 467-6915 • harishanth28@gmail.com

EXECUTIVE SUMMARY

A strategic and results-driven finance and marketing professional with over four years of experience in financial services, client engagement, operations, and digital marketing. Proven ability to analyze financial data, manage high-volume documentation, and ensure FSRA compliance. Adept at using CRM platforms, data insights, and workflow optimization to drive efficiency and service quality. Experienced in planning and executing integrated marketing campaigns that boost brand visibility and client acquisition. Strong communicator with a collaborative mindset and a keen eye for detail, skilled in solving complex problems and supporting business goals. Currently a Candidate Member with the Appraisal Institute of Canada (AIC), pursuing a long-term career in residential and commercial real estate appraisal.

CORE COMPETENCIES & SKILLS

- Sales & Marketing Principles
- Leadership & Team Building
- Professional Communication
- Strategic Planning
- Client Management
- Real Estate Market Knowledge
- Administrative Support
- Project Management
- Social Media Management
- Event Management
- Conflict Resolution
- Critical Thinking
- Decision Making
- Prospecting
- Negotiation

EDUCATION

Bachelor of Commerce – Marketing Management

June 2023

Toronto Metropolitan University, Toronto, Ontario

Canadian Residential Appraiser (P.App, CRA) Designation

Present

UBC Sauder School of Business, Vancouver, British Columbia

TECHNICAL SKILLS

- Microsoft Office Suite
- Quickbooks
- Filogix
- Velocity
- GeoWarehouse
- MLS
- CRM & Workflow Tools
- Residential Report Writing
- WordPress

PROFESSIONAL EXPERIENCE

Mortgage Agent

Mortgage Architects

November 2019 – Present

- Successfully closed approximately \$15MM annually in mortgage loans, conducting comprehensive financial assessments and verifying client documentation to ensure compliance with FSRA regulations and industry policies
- Established and maintained professional relationships with clients and business partners, identifying their financial strengths, pain points, and credit history to generate customized mortgage solutions
- Managed 20+ client communications per week, handling scheduling, CRM database updates, and follow-ups to ensure 95%+ client satisfaction and efficient processing of mortgage applications.
- Reviewed, proofread, and processed financial documents, ensuring accuracy, compliance, and secure handling of confidential client information
- Highly organized and detail-oriented, with the ability to compile complex financial reports and client records, ensuring seamless workflow and regulatory adherence

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Marketing Coordinator/Quality Assurance Specialist

Job Skills

April 2024 - December 2024

- Developed multi-channel marketing strategies for Job Skills' new employment program, which includes social media advertising, email marketing, digital ads, interviews, and print advertisement, which increased program inquiries by 20%, and 15% in registration
- Assisted in the preparation of short and long-form persuasive copy, articles, e-blasts, posters, social media posts, emails, newsletters, blogs, SMS, social and paid ads targeted for different channels and audiences, both physical and digital issues
- Coordinated special publicity events and leads promotional efforts for career fairs and workshops, including the creation of event materials, social media posts, and email newsletters, which resulted in over 700 participants, a 25% increase from 2023
- Analyzed digital performance metrics such as digital footprint, and content performance across social media to understand engagement rates, reach, conversions and KPI, while monitoring and transforming data into actionable insights for improvements to communication
- Assesses, monitors, and ensures compliance with the quality and integrity of the organization's infrastructure, achieving a 20% improvement in process efficiency and proactively identifying and rectifying gaps for ongoing enhancement

Marketing Intern

Mind4Youth

September 2023 – December 2023

- Developed innovative and engaging digital channel content, which increased brand visibility, audience engagement and online presence
- Created innovative, creative, and engaging digital media content including photographs, videos/reels, Q&A's, trivia, and stories, which has led to an increase of 450 followers
- Scheduled events across the GTA to foster community engagements, and increase the narrative of teen mental health and accessible resources
- Developed and implemented fundraising campaigns including Start a Chapter and Young Minds, which led to improved financial sustainability with over \$5K in donations
- Reviewed high-quality promotional materials and advertising content to maintain a standard of accuracy, and brand integrity

Sales Consultant

Magenta Photo Studios

September 2021 – January 2022

- Led, and executed customer acquisition and retention strategies by developing brand narrative, visual identity, content marketing, and social media activities to generate new
- Worked collaboratively with Marketing team to develop seasonal and theme marketing strategies, which resulted in a 25% increase in reservations during peak winter season
- Developed consumer marketing to connect with customer touchpoints through social media and web experience, merchandising, customer outreach, physical and online campaigns
- Coached and developed staff by leading onboarding, training, mentorship and performance feedback to increase sales, strengthen customer relationships, and drive organizational objectives