

ZIA SHAIKH

PROFESSIONAL EXPERIENCE - CONTINUED

Director of Sales & Account Management | 2324918 Ontario Ltd.

Jan 2014-Mar 2024 | Independent consulting and contract assignments | Greater Toronto Area, Ontario

- Ran an independent consulting and contracting business providing sales, account management, marketing, and commercial support across several industries.
- Managed the full sales process from prospecting and needs discovery through presentation, negotiation, closing, onboarding, and account growth.
- Handled an independent book of business while balancing new-customer acquisition, existing-account needs, promotions, and changing client priorities.
- Completed assignments connected with Bell Canada, Dodge-Chrysler, CosmoProf, Calendar Club, RE/MAX, and Total Health Mastery.
- Trained and supported team members through product education, sales coaching, presentations, and hands-on leadership.

Business Development & Operations Manager | Ze-Xperience

Sep 2002-Dec 2013 | Greater Toronto Area, Ontario

- Managed business development, daily operations, marketing, and customer experience across salon and franchise environments.
- Supported approximately eight new franchise location openings across the GTA, coordinating policies, POS systems, staffing, training, schedules, vendors, and operational readiness.
- Recruited, trained, and supervised teams of more than 18 while reinforcing consultative selling, upselling, rebooking, and customer-retention practices.
- Handled customer concerns, operational reporting, franchise requirements, and communication among staff, owners, vendors, and other stakeholders.

TECHNOLOGY & COMMERCIAL TOOLS

Sales and collaboration: Salesforce, HubSpot, LinkedIn Sales Navigator, Google Workspace, Notion, Slack

AI, automation and product: ChatGPT, Claude, Gemini, Perplexity, NotebookLM, Custom GPTs, Lovable, Replit, Base44, Make.com, Supabase, Stripe

Marketing and creative: Meta Ads, Google Ads, Canva; familiar with chatbots and voice-agent applications

EDUCATION & PROFESSIONAL DEVELOPMENT

Business Administration & Professional Development: Toronto Metropolitan University (formerly Ryerson University) | 2008

Digital Marketing: iPro Academy, media buying, online advertising and eCommerce | 2019

AI Tools: Coursiv, AI tools, prompt engineering and content creation | 2024

Blockchain & Digital Assets: Keystone Investor Club, blockchain, cryptocurrency, DeFi and trading | 2021