

Mustapha Taylor

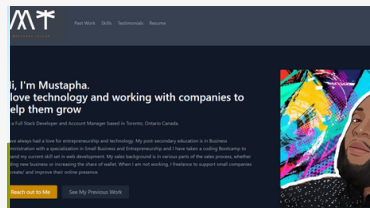
B2B SALES AND
CUSTOMER
SOLUTIONS EXPERT

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RELEVANT SKILLS

Strategic Planning

Project Management
Applications

Team Building

WORK EXPERIENCE

Digital Marketing Specialist (Freelance)



MAIARD Web Design LLC, is a small digital marketing agency that I founded in December 2022, specializing in providing comprehensive digital marketing solutions for small businesses

2022 – 2023

- Found and operate a small digital marketing agency specializing in providing comprehensive digital marketing solutions for small businesses.
- Collaborate with small businesses to design and develop custom websites and web applications using modern web technologies such as HTML5, CSS3, JavaScript, and PHP.
- Conduct thorough testing and debugging to ensure website functionality and performance across different browsers and devices.
- Develop and maintain databases, APIs, and other back-end functionalities to support front-end web development.
- Provide technical support and troubleshooting for website issues, offering timely and effective solutions to ensure smooth website operation.
- Keep up-to-date with emerging web development trends and technologies, continuously enhancing skills and knowledge to deliver cutting-edge web solutions for small business clients.

Senior Enterprise Account Manager



GoBolt, a global firm that specializes in third-party logistics for clients across various industries

2021 – 2022

- Managed enterprise accounts with a book of business of 4M enterprise business
- Developed new processes in a fast-paced start-up environment
- Worked closely with other departments to solve problems, share information and advocate for merchant needs and requests
- Acted as a thought leader, recommending ideas of improvement, including opportunities for product adoption and utilization of new platform features
- Triage technical issues with development teams
- Conducted monthly/quarterly business reviews to dig into expansion and product opportunities
- Consistently met 100% of KPIs and increased share of wallet on a quarterly basis

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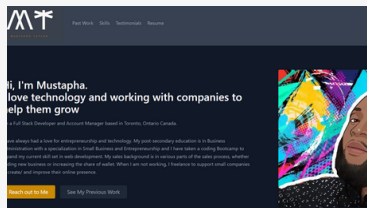
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RELEVANT SKILLS

Account Management

Front End Web Development

Team Building

WORK EXPERIENCE



Account Executive

Vision33, A SAP Business One and Sage Intacct partner that helps companies transform business processes through automation, integration and digital transformation

2018 - 2021

- Successfully carried a quota of 1.5M
- Conducted thorough needs assessments and recommended appropriate ERP software solutions, specifically Sage Intacct and SAP Business One, to potential clients based on their business requirements, pain points, and goals.
- Built and maintained strong relationships with clients, including post-sales support, customer onboarding, training, and ongoing relationship management, to ensure customer satisfaction, retention, and upsell opportunities.
- Collaborated with cross-functional teams, such as marketing, product development, and customer support, to ensure alignment on sales strategies, messaging, and customer requirements.



Account Manager

RBC, the largest bank in Canada by market capitalization, offering a wide range of financial services.

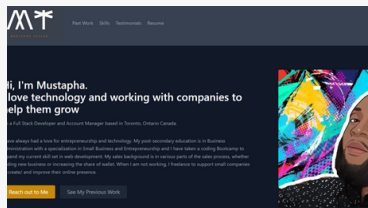
2017 - 2018

- Delivered impactful client education through compelling presentations, enhancing their understanding of financial products and services.
- Actively engaged with clients both within the branch and in the community, leveraging strong relationship-building skills to uncover their unique banking needs, provide expert guidance, and identify cross-selling opportunities.
- Demonstrated exceptional responsiveness to client-initiated contact, ensuring seamless execution of a full spectrum of financial transactions.
- Proactively resolved and prevented client banking issues, showcasing a proactive approach to customer satisfaction and problem-solving.

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Account Manager

Workopolis, a Canadian website that specialized in helping businesses source online recruitment services.

2011 - 2015

- Distinguished myself by providing clients with a compelling value proposition tailored to their specific needs, leveraging strategic consulting to deliver non-discountable products that exceeded their expectations.
- Demonstrated exceptional proactive sales skills by conducting daily outbound cold calls to warm leads and dormant accounts, skillfully cultivating relationships that resulted in long-term customer retention and paved the way for future sales opportunities.
- Exhibited a keen eye for identifying and prospecting new opportunities through proactive outbound selling, consistently achieving and surpassing revenue targets while nurturing existing accounts and expanding the client base.

EDUCATION HISTORY



Business Administration - Small Business and Entrepreneurship

Institution: Seneca College

Year of Graduation: 2008

- Best Product Award (April 2007)



SCS CodingBootcamp - Full Stack Developer

Institution: University of Toronto

Graduated - December 2022

- Best User Experience