

Alex Shusterman

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Professional Experience

Marketing Manager | *Express Employment Professionals* Apr 2025 - Jan 2026

- Developed and executed Facebook and LinkedIn strategies to boost brand awareness, engagement, and lead generation.
- Managed content planning and calendars to create posts aligned with messaging, trends, and campaigns.
- Leveraged AI tools to automate publishing, monitor performance, and optimize key engagement metrics.
- Assessed prospect needs and fit to streamline the sales cycle and improve efficiency.

Business Development Specialist | *Express Employment Professionals* Feb 2025 - Jan 2026

- Built relationships with C-suite decision makers to influence hiring and close high-value deals.
- Generated qualified leads through 70+ daily multi-channel outreach in a fast-paced staffing environment.
- Led strategic outreach to key departments to identify hiring needs and pitch staffing solutions.
- Qualified prospects by aligning requirements with company culture and service offerings.

Retail Sales Associate | *Telus & Rogers (WOW! Mobile Boutique)* Jan 2022 - Feb 2025

- Spearheaded the integration of Statflo CRM, driving a 170% year-over-year sales increase from 2022 to 2023.
- Consistently exceeded monthly KPIs, averaging 110% to target through effective customer engagement.
- Recognized multiple times as a top 1 accessory sales representative in multiple districts, achieving up to 350% of sales targets.

Community Outreach Specialist | *Jewish Russian Community Centre* May 2021 - Dec 2021

- Conducted daily outreach through 100+ calls and emails, advising and inspiring community members to engage with digital initiatives.
- Leveraged Salesforce to enhance donor management and improve outreach strategies, driving a 25% increase in community engagement.
- Maintained and enhanced the organization's social media presence through strategic graphics and blog posts.

Education

Honours Bachelor of Science 2018 - 2022

Kinesiology and Health Science | York University

Skills and Interests

Skills: Lead Generation | Account Management | Creative Problem Solving | Prospecting | Zoominfo | Statflo CRM | Salesforce | RQ Retail Management | Full Stack Development | Microsoft Suite | Adobe Suite

Native languages: English | Russian | Hebrew

Interests: Innovative Tech | Books | Tennis | Hockey