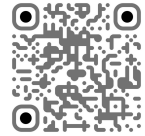


VICTOR M. SZABO

RESULTS-DRIVEN SALES & MANAGEMENT PROFESSIONAL



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Edmonton - AB

SUMMARY

A highly successful leader with extensive experience in retail management, sales strategy, event coordination, and client financial services. Proven ability to lead teams, implement strategic sales initiatives, and consistently surpass revenue targets. Leveraging excellent communication and presentation skills, I drive customer satisfaction, brand loyalty, and significant business growth across diverse sectors, including electronics, retail, and financial services. Proficient in advanced computer skills, including productivity and creative software.

PROFESSIONAL SKILLS

Sales & Business Development Team Leadership & Training P&L Management Strategic Planning CRM

Advanced Computer Proficiency Financial Services Sales Event Management Presentation Skills

WORK EXPERIENCE

EVENTS MANAGER, MARKETING DIRECTOR & OWNER

2017 - 2020

Skystar Retail Group Ltd.

- Streamlined ordering process using Shopify and Hubspot, leading to 15% revenue growth annually.
- Crafted targeted branding and productized services, driving a 25% increase in customer engagement.
- Led a team of creative professionals, enhancing productivity through process improvements.
- Utilized graphic design and social media tools (e.g., Adobe Photoshop, Instagram) to create high-impact visuals, contributing to a 30% growth in user-generated content.

FINANCIAL SERVICES LICENSED REPRESENTATIVE

Total 5 Years

AEGON TransAmerica/WFG | FaithLife Financial

- Assessed and developed investment strategies for high net worth clients %100k - %2m.
- Consulted with new and existing clientele to build investment portfolios with steady 6-10% ROI's.
- Analyzed sales and financial performance data to identify growth opportunities and mitigate negative market trends.
- Monitored portfolio growth and implemented best practices to enhance overall performance levels.

SALES | GENERAL MANAGER (RETAIL)

2002 - 2004 | 2012 - 2014

The Forzani Group Sportchek | The Source - Bell Canada Electronics

- Achieved top sales rankings (1st or 2nd in Canada) every month by implementing strategic sales initiatives.
- Increased B2B and B2C sales by 15-20%, exceeding revenue targets through innovative referral programs.
- Introduced staff training programs that improved team productivity enhancing overall store performance.
- Winner of multiple internal sales contests by consistently surpassing targets, driving customer satisfaction and brand loyalty.

EDUCATION AND CERTIFICATION

CAMPAIGN MARKETING CONSULTANT
Growthworks University

2024

FUNNEL DESIGN & STRATEGY | COPYWRITING | OFFER CREATION
Funnels University

2022 - 2024

GRAPHIC DESIGN FOR PRINT & WEB
Humber College North

2014