Jaidyn Landry

SALES AND CUSTOMER RELATIONSHIPS

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PROFILE

Customer-focused sales professional with experience in financial services, telecom, and retail. Ranked among Neo Financial's top 10 sales performers nationally and promoted to Assistant Manager at Derand Motorsports. Combines consultative selling with practical tools for product information and customer-facing materials.

CORE SKILLS

Consultative selling • Customer needs assessment • Product recommendations • Customer service
Relationship building • Troubleshooting • Microsoft 365 • Google Workspace • Shopify

PROFESSIONAL EXPERIENCE

Derand Motorsports | Assistant Manager / Sales Representative

Jul 2023 - Nov 2025

- Promoted to Assistant Manager; coordinated daily store operations, customers, and team activities.
- Assessed customer requirements, explained product options, and recommended suitable solutions.

Telus | Sales Representative

Feb 2023 - Apr 2023

- Resolved customer concerns through troubleshooting and needs-based conversations; explained service options and helped customers choose suitable solutions.

Neo Financial | Sales Specialist

Jul 2022 - Feb 2023

- Ranked among the top 10 sales performers nationally; exceeded monthly targets through consultative selling and customer needs assessment.

Purple Poppy | Sales and Operations Associate

Apr 2020 - Jul 2022

- Supported store operations and customer service; helped onboard employees and managed competing tasks.

Basstime Canada | Event Coordinator and CEO

Jan 2019 - 2021

- Planned and delivered live events, coordinating vendors, logistics, external professionals, and a small team.

SELECTED TOOLS AND APPLICATIONS

- Quoridor Multiplayer PWA - deployed real-time web application with instant room code invitations, guest onboarding, and responsive 3D gameplay.
- Bike Finder and PDF Processor - working internal tool for indexing product PDFs, extracting model details, and creating Excel catalogs.
- Spec Sheet Maker - internal tool for creating bicycle specification sheets from templates, product details, prices, and images.

EDUCATION AND RECOGNITION

Algonquin College - Electrical Engineering Technician diploma
Carleton University - Studies in Electrical Engineering, 2018 - 2020
DECA Waterloo regional winner, entrepreneurship category • Air Cadets Corporal