

LAURA TOMAC

CLIENT ADVISOR | BANKING & FINANCIAL SERVICES

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PROFESSIONAL SUMMARY

Client-first professional with 3+ years of experience building relationships, uncovering client needs, and delivering advice-based solutions across fast-paced service environments. Proven ability to manage multiple accounts, resolve concerns at first point of contact, and collaborate with teams to drive client satisfaction and business growth. Digitally literate across smartphones, tablets, CRM platforms, and social media tools. Trilingual in English, Turkish, and Russian — able to serve diverse communities and support RBC's inclusion mandate.

WORK EXPERIENCE

Client Relations & Marketing Coordinator | *Solvareya Group Ltd.* — Ottawa, ON Jan 2025 - Present

- Manage a portfolio of 15+ client accounts as primary point of contact, maintaining a client satisfaction rate of 95%+ through proactive, personalized communication
- Conduct needs-based discovery conversations with clients to identify goals and recommend tailored solutions, contributing to a 20% increase in client retention
- Identify and pursue new business opportunities, supporting the onboarding of 10+ new clients within the first 6 months
- Resolve client concerns efficiently at first point of contact, reducing escalations and strengthening long-term trust

Client-Facing Account Coordinator | *Xactly Design & Advertising* — Ottawa, ON Aug - Dec 2024

- Advised and educated 20+ clients on available solutions, translating complex briefs into clear, actionable outcomes
- Managed 5-8 concurrent client accounts under tight deadlines, achieving 100% on-time delivery across all projects
- Built lasting client relationships through consistent communication, resulting in repeat business and referrals

Digital Content Designer | *Paden Cosmetics* — Istanbul, Turkey Sep 2024 - Feb 2025

- Grew social media engagement by 30%+ through data-driven content strategies aligned with customer behaviour and market trends
- Collaborated with cross-functional stakeholders to deliver campaigns on time and within scope

Customer Service Representative | *Cherry Hill Programs* — Ottawa, ON Nov - Dec 2023

- Served 50+ customers daily in a high-volume seasonal retail environment, maintaining consistently positive client interactions
- Processed transactions accurately and resolved client concerns on the spot, contributing to a smooth and memorable customer experience

Graphic Design Intern | *Bortech* — Istanbul, Turkey Oct 2022 - Apr 2023

- Supported client-facing account teams across 10+ projects, producing tailored marketing and branding materials on schedule

EDUCATION

Diploma — Interactive Media Design *Algonquin College, Ottawa, ON* | 2023-2025

GPA: 3.69 / 4.00 • Dean's Honour List (3x) • Graduated with Honours

SKILLS & COMPETENCIES

Client Centricity & Advice-Based Solutions • Client Discovery & Needs Assessment • Relationship Building & Referrals • Sales Support & Account Growth • Conflict Resolution • Adaptability • Digital Literacy (CRM, smartphones, tablets, laptops) • Data Analysis • MS Office • Adobe Creative Suite • Figma • Sprout Social • WordPress • Shopify • Canva

PROFESSIONAL DEVELOPMENT

Google Digital Marketing & E-Commerce Certificate (in progress, 2025) • Adobe Graphic Designer Professional Certificate (in progress, 2025)

LANGUAGES

English (Business Fluent) • **Turkish** (Native) • **Russian** (Basic)