

905-341-7031

DANICIF1028@GMAIL.COM

ST, CATHERINES ON

DANIELA CIFUENTES

PROFILE

Experienced administrative assistant and marketing consultant with a strong background in financial services/ Recruiting, sales, and process optimization. Skilled in client relations, project management, and digital marketing. Extensive experience working in school environments. Known for strong communication skills, problem-solving abilities, and the capacity to thrive both independently and in team settings

Skills

EXPERIENCE

TBL / PRIMERICA- MARKETING & FINANCE CONSULTANT - JANUARY 2023- PRESENT

- Provide marketing consultation and Financial/ Insurance Services to clients
- Recruit and mentor new business owners in the financial sector.
- Conduct presentations and client outreach for business development.

STRIVE NIAGARA - BEFORE AND AFTER SCHOOL EDUCATOR - FEBRUARY 2024- PRESENT

- Lead activities for JK/SK and Junior School Age children before and after school hours
- Support child development through structured learning and care

PROJECT / MARKETING MANAGER, AJMJ CONSTRUCTION – SEPT 2024- DECEMBER 2024

- Established and optimized social media presence for the company.
- Developed business processes and handled client communications.

UMBRELLA FAMILY - BEFORE AND AFTER SCHOOL EDUCATOR MAY 2018 - AUGUST 2018 (SUMMER ROLE)

- Supervised and cared for children, preparing their snacks, filing reports

J & A'S BAR - SEPTEMBER 2017 - JANUARY 2018

- Server

PMA BRETHOUR & ADI DEVELOPMENT GROUP INC. – SALES ASSISTANT & SITE ADMINISTRATOR- MAY 2016 - DECEMBER 2016

- Supported administrative tasks and event planning for the company.

- Assisted in managing site operations and client relations

COLUMBIA INTERNATIONAL COLLEGE – SUMMER STAFF/ DAY CHAPERONE

June 2015 – August 2016 (Two Separate Roles)

- Supervised International students during summer programs, ensuring safety and engagement.
- Assisted with planning and coordinating daily activities.

SYLVYM LEGAL SERVICES – PARALEGAL’S ASSISTANT - AUGUST 2015 - DECEMBER 2015

- Provided administrative support in a legal environment, including document filing.

MICROSKILLS WOMEN SERVICES – VOLUNTEER CLASSROOM ASSISTANT- JANUARY 2015 – APRIL 2015

- Assisted teachers with class activities and administrative tasks.

JOHN SOPINKA COURTHOUSE – VOLUNTEER ASSISTANT-FEBRUARY 2012 – AUGUST 2015

- Supported lawyers and legal assistants in court, including filing and clerical work.

EDUCATION

DURHAM COLLEGE / PRIMERICA -2024

LLQP (Life License Qualification Program)

YORK UNIVERSITY -2018

Law & Society

HUMBER INSTITUTE OF TECHNOLOGY AND ADVANCED LEARNING - 2015

Diploma in Community and Justice Services

SKILLS

Sales & Marketing: Digital marketing, email campaigns, social media management, event planning

Administrative Support: Strong organizational, communication, and writing skills; fast typing

Client Relations/ problem solving: Recruiting, team collaboration, client communications

REFERENCES AVAILABLE UPON REQUEST