

SANDRA ELIZABETH BABY

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LINKS

[LinkedIn](#)

PROFILE

People-oriented professional who prioritizes communication, client interactions, and team-based project management. Centered on establishing connections, promoting smooth cross-functional collaboration, and guaranteeing the strategic implementation of campaigns. Thrives in fast-paced work environments, solving obstacles effectively to fulfill client and business objectives. Honored with the "Doing the Right Thing" award by one of the previous employers for exhibiting honesty, initiative, and dedication to quality.

EMPLOYMENT HISTORY

Oct 2024 — Apr 2025

Account Manager , Next student agency

- Led a team of creatives to develop a brand identity and social media strategy, successfully promoting a course for actors and increasing engagement.
- Translated client needs from verbal briefings into structured, results-oriented client briefs, ensuring clear direction and alignment with campaign objectives.
- Served as the primary point of contact for the client, facilitating clear communication to ensure alignment with their vision, needs, and campaign objectives.

Apr 2024 — Present

Administrative Receptionist, Constitution Place

- Served as the first point of contact for visitors, handling inquiries with professionalism and ensuring seamless communication between departments, contributing to a positive brand experience.
- Facilitated collaboration between internal teams by relaying key information and coordinating cross-functional efforts, ensuring smooth daily operations and improved team efficiency.
- Built and maintained strong client relationships by engaging with residents and families fostering trust and long-term engagement.
- Safeguarded confidential resident information, demonstrating discretion and ethical responsibility in handling sensitive data, ensuring compliance with privacy standards.

Jun 2021 — Jul 2023

Operation Analyst, Morgan Stanley

- Mentored new team members, providing hands-on training and process guidance, ensuring seamless integration and improved team efficiency
- Advanced from preparing periodic review packs to a quality assurance role within a year, demonstrating adaptability, analytical skills, and a commitment to continuous improvement
- Ensured high data accuracy and maintained strong Right First Time (RFT) scores, reinforcing precision and attention to detail
- Conducted 100% quality checks on new joiners' casework during their parallel run phase, ensuring compliance, mitigating risks, and upholding high service standards
- Collaborated with cross-border teams in Hong Kong to execute periodic reviews of (Private Wealth Management) clients, showcasing global coordination, stakeholder management, and strong communication
- Generated detailed reports beyond Business As Usual (BAU) tasks, demonstrating proactiveness in insights reporting and data-driven decision-making

EDUCATION

Sep 2024 — Apr 2025

**Graduate Certificate in Advertising - Account Management,
Humber College , Lakeshore**

Secured Honour in the first semester

Sep 2023 — Aug 2024

**Graduate Certificate in Marketing Management, Sheridan College
, Mississauga**

Apr 2018 — Apr 2021

Bachelor of Commerce , St Joseph's University , Bengaluru

Graduated with First class exemplary

ACHIEVEMENTS

- Selected from a pool of 199 applicants as one of 15 final team members in the Next student agency
- Ranked among the top four for strategizing and delivering a comprehensive campaign for the Toronto Police Service.
- Ranked amongst the top ten for strategizing and delivering a comprehensive campaign for Harry Rosen
- Bagged the Morgan Stanley Spotlight Award twice for *Doing The Right Thing*

SKILLS

- Client Relationship Management
- Communication and Presentation Skills
- Account Strategy Development
- Project Management
- Customer Service Excellence
- Leadership and Team Management