

FLOYD TAYLOR

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PROFILE

An energetic, motivated and results oriented sales and marketing professional with strong working skills and a broad range of hands-on and theoretical experience ranging in many areas. Strong management skills and methodical aptitude with an innate ability in decision-making as well as coordinating and synthesizing data.

CAREER SPECIFICS

FWT Consulting Inc., Ontario, Canada

Leasing Manager February 1st, 2015

- Provide Market Research reports for competitive buildings.
- Develop and implement marketing ideas to combat vacancy.
- Prepared traffic reports for all properties.
- Promote leasing of properties through advertisements, open houses, and participation in multiple listing services
- Hire and train leasing agents and staff on leasing and reporting.

Morguard Corp. Toronto, Ontario, Canada

Leasing Professional, March 15th 2014 – January 31st 2015

- Qualified a large volume of prospects.
- Pre- leased new apartments from floor plans and model suite to a demanding clientele.
- Built and maintained strong, long term relationships with customers.
- Took over advertising and leasing 6 underperforming buildings in Mississauga. Reduced vacancy from 10% to 1%.
- Conducted sales training for on-site superintendents in order to maintain low vacancy rate.

Greenwin Inc., Hamilton, Ontario, Canada.

Leasing Professional, November 2012 – March 2014

- Recruited as sole Rental Agent to lease up newly purchased property being repositioned in downtown Hamilton with 60% vacancy.
- Screened all phone, email and walk-in traffic and converted more than 75% of qualified leads to appointments.
- Reduced vacancy to zero percent in 4 months and was asked to take over the company's Hamilton portfolio of 6 buildings.
- Monitored status of suite completion and reported deficiencies to VP Operations
- Awarded 2013 "**Leasing Professional of the Year**" through FRPO.

CAREER SPECIFICS CONT'D

Timbercreek Asset Management, Hamilton, Ontario, Canada.

Leasing Coordinator, April 2012 - October 2012

- Leasing Coordinator for Central Ontario portfolio of 26 buildings.
- Managed leasing staff (training and motivation)
- Developed, inserted and maintained all on-line advertising as well as some print and promo ads
- Prepared and analyzed weekly traffic report to determine best performing media.
- Maintained accurate on-line Vacancy Report (live) to insure senior staff had access to the most up-to-date data of move-ins, vacates and leased units

Credico Marketing Inc. Ontario, Canada.

Sr. Sales Manager, October 1998 - October 2012

- Responsible for New area development and supervision of existing areas which involved; Demographic research, planning event bookings, event setup and take down, Continuous recruiting, training, placement of personnel, goal setting and individual performance assessments
- Reporting functions including; payroll, pay structure, forecasting and daily sales summaries.
- Products were promoted via B2B, in-store, trade shows and mall kiosks.
- Cultivated and maintained a professional and successful relationship with all clients by keeping an open line of communication, providing feedback and hitting sales targets.

EDUCATION

- **REMIC, Licenced Mortgage Agent, Completed March 2015**
- **Fanshawe College**, London, Ontario, Canada.
Marketing, Apr 1995
- **Fanshawe College**, London, Ontario, Canada.
Arts and Science, Apr 1992

LEADERSHIP, PROBLEM SOLVING & RESPONSIBILITY

- Effectively sorted out each issue and coordinated/organized to provide the solutions for customers effectively.
- Handled project operations, strategic planning development, forecasting and program implementation.
- Commercial awareness & business acumen.
- Experience of working in a multi-vendor environments.
- Strong conflict management and prioritization skills.
- Provided a stabilizing influence and promoted an excellent environment conducive to increasing efficiency, enhancing quality and strengthening financial results.

ORGANIZING, PLANNING & MANAGEMENT

- Ability to manage multiple projects simultaneously and under extreme pressure.
- Strong attention to detail and focus on task completion.
- Able to consistently meet targets and surpass expectations.