

# DANIELA DE OLIVEIRA

Canadian Citizen

Kamloops, BC – Moving to Victoria, BC

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## PROFESSIONAL SUMMARY

A seasoned administrative professional with 20+ years of progressive experience, known for developing and maintaining long-lasting relationships to drive results. Passionate about strengthening team skills, optimizing processes, and fostering continuous improvement. Leverages strong communication and administrative skills to consistently deliver exceptional customer experiences. Recently completed a Master's in Human Rights and Social Justice, specializing in leadership and advocacy to advance equity, diversity, inclusion, and positive community impact.

## PROFESSIONAL EXPERIENCE

### Print & Marketing Sales Coordinator

Staples Canada (Remote) – May 2021 to Jan 2024

- Analyzed internal processes to identify improvements, optimizing communication flow between departments, retail stores, and B2B teams, resulting in better internal/external communication and higher customer satisfaction.
- Collaborated with project teams to deliver specialized print requirements, ensuring project success.
- Worked closely with suppliers to ensure timely project delivery within scope.
- Partnered proactively with Territory Sales Managers to outline administrative support requirements, enhancing team coordination.
- Managed print quotes and change requests, ensuring timely validation and confirmation.
- Provided continuous communication to clients regarding order status, ensuring transparency and satisfaction.
- Supported strategic accounts by overseeing administration and logistics, consistently meeting and exceeding client expectations.
- Initiated new hire processes, ensuring smooth onboarding by preparing necessary hardware, software, and email accounts.
- Integrated new employees with key departments involved in the sales process, including finance, vendors, production, and shipping.
- Delivered Salesforce (CRM) training to enhance team efficiency.

### Print & Marketing Consultant

Staples Canada, Kamloops BC – Aug 2019 to May 2021

- Managed workflow standards to ensure high-quality orders and customer satisfaction.
- Achieved sales and profit targets, contributing to company growth.
- Planned and implemented promotional programs, boosting brand awareness and client engagement.
- Acted as the final escalation point for resolving customer concerns, ensuring swift resolution.
- Developed coaching plans for individuals and teams, closing performance gaps and fostering accountability.
- Utilized diverse communication tools to ensure team awareness of goals and expectations.
- Maximized client relationships and portfolio growth through proactive engagement.
- Recognized for outstanding customer service, earning multiple accolades in the company's district region through online surveys.

### Administrative Manager

Oliver Communication, São Paulo – May 2005 to Nov 2016

- Oversaw and controlled company operations through comprehensive reporting and financial analysis.
- Implemented internal policies and procedures to align with company goals.
- Managed and negotiated supplier contracts to ensure favorable terms and cost savings.

### Sales & Financial Analyst

IBM, São Paulo – Aug 2003 to May 2005

- Delivered multilingual support (English & Portuguese) to clients and suppliers, enhancing communication and service efficiency.
- Analyzed cost structures against margin budgets, identifying areas for improvement to drive profitability and continuous performance improvement.

### Sales Administrative Assistant

Iscar of Brazil, São Paulo – Oct 2000 to Jan 2003

- Provided comprehensive sales and administrative support to the sales team and customers, ensuring smooth operations.
- Managed forecasting, replenishment, order changes, and related documentation, ensuring timely and accurate execution of tasks.

## EDUCATION

### Master's in Human Rights and Social Justice

Thompson Rivers University (TRU) – 2024 to 2025  
Kamloops, BC

### Bachelor's Degree in Business Administration

Universidade Metodista de São Paulo (UMESP) – 2001 to 2004  
São Paulo, Brazil

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## SKILLS

### Sales & Business Development

- B2B Sales and B2C Sales
- Sales Strategy Development
- Relationship Building

### Analytics & Productivity

- Data Analysis (Excel and Power BI)
- CRM Implementation (Salesforce)
- Time-saving process improvements

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## ADDITIONAL INFORMATION

### Certifications

Professional Selling Skills  
2023, Miller Heiman Group

Indigenous Canada  
2023, University of Alberta

Foundations of 2SLGBTQIA+ Inclusivity Training  
2025, TRU

Foundations of EDI Basics & Unconscious Bias & Active Bystander  
2025, TRU

### Volunteering

- BC Wildlife Park – 2024-2025
- The Tree – Kamloops Family Resources Society – 2025

### Languages

- Portuguese – Native
- English – Fluent