

Sarah El Masri
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Bilingual: English and French

PROFESSIONAL SUMMARY

Sales & Design Professional with 8+ years of experience driving revenue, managing full client lifecycles, and delivering design-driven solutions across residential development and showroom environments. Skilled in consultative selling, upgrade strategy, CRM systems, and cross-functional coordination. Bilingual communicator seeking a high-growth role in sales, account management, or design-focused project coordination.

CORE COMPETENCIES

Sales Leadership & Revenue Growth | Consultative Selling | Client Relationship Management | Interior Selections & FF&E | Project Coordination | CRM Systems (Salesforce, SAP) | Pipeline Management | B2B & B2C Sales | Construction & Purchasing Liaison | Documentation Control | Customer Experience Optimization | Upselling Strategies | Vendor & Stakeholder Management | Bilingual Communication

PROFESSIONAL EXPERIENCE

McCarney Group LLP

Administrative Assistant & Quality Control (QC) - Jan 2026 – Present | Ontario, Canada

- Review, edit, and format client deliverables including financial statements, tax returns, and engagement letters with 99% accuracy.
- Manage electronic signatures and workflow tracking to ensure on-time completion of client documentation.
- Maintain internal databases and digital filing systems, improving operational efficiency and reducing retrieval time.
- Prepare correspondence, tax memos, and presentations aligned with firm standards and branding.
- Support billing operations including WIP monitoring, invoicing, and collections follow-up.
- Collaborate with partners and staff while adhering to compliance and risk-management protocols.

Minto Group

Sales & Leasing Consultant (Contract) - Jun 2025 – Jan 2026 | Ontario, Canada

- Managed a pipeline of 40+ active prospects monthly, converting qualified leads into executed lease agreements.
- Delivered consultative property presentations tailored to lifestyle, budget, and occupancy needs.
- Supported occupancy targets through structured follow-up, CRM tracking, and lead nurturing.
- Ensured compliance with leasing policies, documentation standards, and regulatory requirements.

- Partnered with marketing and property management teams to drive revenue and retention.

Mattamy Homes

Design Consultant Jan 2024 – May 2025 | Ontario, Canada

- Guided 15 homebuyers per month through full interior selections including finishes, cabinetry, flooring, lighting, and structural upgrades.
- Generated significant upgrade revenue through strategic recommendations aligned with client budgets and builder specifications.
- Produced detailed selection documentation to support purchasing, construction, and trade partners.
- Built strong client relationships, contributing to high satisfaction scores and smooth closing processes.

NewAge Products Inc.

Senior Sales & Design Consultant - Jan 2020 – Nov 2023 | Toronto, ON

- Consistently exceeded monthly and quarterly sales targets in a high-volume showroom environment.
- Managed B2C and B2B accounts from initial consultation through delivery, installation coordination, and post-sale support.
- Mentored junior consultants, contributing to improved team performance and sales conversion rates.
- Coordinated vendor relationships to support pricing strategy, product availability, and fulfillment timelines.

Sales Design Consultant - Apr 2018 – Jan 2020

- Conducted needs assessments and product presentations to drive purchasing decisions.
- Designed customized storage and organizational solutions tailored to functional and aesthetic requirements.
- Collaborated with operations teams to ensure accurate order execution and customer satisfaction.

Great Gulf

Showroom Host & Materials Coordinator - Nov 2015 – Mar 2018 | Toronto, ON

- Served as the first point of contact for design studio purchasers, ensuring a premium client experience.
- Supported design consultants with material coordination, appointment preparation, and documentation.
- Managed scheduling, client files, and front-of-house operations to maintain studio efficiency.

EDUCATION

- Humber College: Interior Decorating (Honours, 2014 – 2016)
- Humber College: Design Foundations, 2013 – 2014