JOANNE SONG

OPERATIONS · CLIENT RELATIONSHIPS · WEB BUILDING

Toronto, ON · Open to remote work in any time zone · me@torontocatgirl.com · torontocatgirl.com

SUMMARY

Client-relationship and operations professional who builds web tools. Built up a personal client book and trained new hires in a high-volume store, planned the food area for a 30-vendor festival, and taught myself to design, build and launch websites. Looking for a remote role in tech, web development or operations.

EXPERIENCE

Style Specialist, formerly Senior Style Advisor, Aritzia, Toronto — 2011 – 2026

- Built and maintained a personal client book through follow-up and relationship management.
- Resolved complaints and escalations calmly until the client was satisfied.
- Onboarded, trained and mentored new team members.
- Ran service-counter operations and order handling in a high-volume store.
- Contributed to process improvements in stock flow, floor resets and omnichannel orders.

Founder and Builder, Toronto Cat Map (torontocatmap.com) — 2023 – 2026

- Designed, built and launched six free web tools for community cat welfare, live in the 16 most populous cities in Canada.
- Sighting map in 15 languages that works offline; abuse-reporting form; TNR colony calculator; spay/neuter drive kit; density and crisis heatmap; directory of 107 organizations.
- Privacy first: no public coordinates, and colony data stays with participating organizations.

Food Pavilion Team Lead and Lead Coordinator, FESTii 2026, Toronto — 2025 – 2026

- Planned the food area for a three-day Filipino cultural festival with about 30 vendors. The festival was postponed, but the planning work was done.
- Handled vendor outreach and onboarding, food safety planning, scheduling, budgeting and logistics, and coordinated the team.
- Built a no-cost vendor-signing workflow with Google Docs, Forms and Apps Script.

Adoption Coordinator (Volunteer), Toronto Cat Rescue — 2026 – present

- Screen adopters: applications, interviews, reference checks and match decisions.
- Coordinate foster homes, adopters and leadership; process contracts and payments; keep records.
- Helped with urgent foster-recruitment outreach to place 39 cats.

Adoption Centre Volunteer, Action Volunteer Animals (AVA) — 2025 – present

- Daily in-person care and welfare checks; meet the public, screen prospective adopters and guide matches.

PROJECTS

Fund Operations Workflow Plan (case study) — 2025

A workflow where four automated steps handle investor onboarding, fund administration, compliance tracking and audit prep, with a person approving every step.

Website & Web App Developer — 2023 – 2026

Websites were a fun hobby for my own projects, until clients started calling and the cats needed me!

SKILLS

People and operations
Client relationships, de-escalation, onboarding and training, vendor management, scheduling, budgeting, logistics, process improvement

Building
Web development, HTML, CSS, custom domains, mobile-first, multilingual and offline-ready pages

Tools
Salesforce; Google Docs, Sheets, Forms, Calendar and Apps Script; Word and Excel; Miro; Adobe Creative Suite

Know-how
Cat adoption, fostering and TNR; investment fund onboarding paperwork

EDUCATION

Bachelor's degree, Fashion Marketing and Merchandising, The Illinois Institute of Art