

JUSTIN CAETANO

CONTACT

Brampton, Ontario
+1 (647) 463-4339
Justin.caetano10@gmail.com
LinkedIn: Justin Caetano

CORE STRENGTHS

Recruitment & Onboarding

Candidate interviews, onboarding, team development

Team Leadership

Coaching, performance reviews, product education

People Operations

Staff scheduling, payroll coordination, regulatory compliance

Relationships & Reporting

Retail partnerships, cross-functional collaboration, data analysis

TOOLS

Dayforce, Microsoft Excel, Salesforce, Odoo, POS reporting

EDUCATION

Bachelor of Arts, Psychology

University of Guelph
Completed June 2021

Human Resources Management

Ontario College Graduate Certificate
Sheridan College
Accepted; starting January 2027

KEY ACHIEVEMENTS

170% territory sales growth

Within the first three months at Laniakea Brands.

100% audit pass rate

AGCO and corporate audits at Spiritleaf.

PEOPLE OPERATIONS & TEAM LEADERSHIP

Recruitment | Onboarding | HR Career Development

SUMMARY

Psychology graduate and former retail store manager transitioning into human resources, with hands-on experience in recruitment, interviewing, onboarding, team coaching, scheduling, and payroll. Brings experience leading teams in a regulated environment and building trusted working relationships. Accepted to Sheridan College's Human Resources Management graduate certificate, starting January 2027.

EXPERIENCE

Brand Representative Mar 2026 - Present

Laniakea Brands | Mississauga & Brampton

- Build trusted relationships with retail owners, managers, and frontline staff across a dedicated GTA territory.
- Deliver product education and coordinate retail activations with sales and marketing teams.
- Use Salesforce and Odoo to analyze sales, inventory, and account performance and prioritize follow-up.
- Increased total territory sales by 170% within the first three months.

Retail Store Manager Jun 2023 - Mar 2026

Spiritleaf | Brampton

- Managed recruitment, interviews, onboarding, and ongoing team development for a high-volume retail store.
- Coordinated staffing, scheduling, and payroll using Dayforce to support daily operations.
- Used sales KPIs to review staff performance, coach team members, and identify development opportunities.
- Delivered product education to help staff build knowledge and confidence in customer conversations.
- Maintained AGCO and corporate compliance, achieving a 100% audit pass rate.
- Partnered with regional leadership on store initiatives and streamlined inventory and quality-assurance administration.

Keyholder / Supervisor Oct 2022 - Jun 2023

Spiritleaf | Brampton

- Oversaw cash handling, till balancing, and reporting for transactions exceeding \$65K weekly.
- Conducted weekly inventory counts and reconciliations to maintain accurate records and minimize loss.
- Supported customer service, product education, and daily store operations.