



## **Company Description**

Tasttlig Corporation is a technology company based in Toronto, Ontario. The company is expanding to the Canadian West Coast and the United States with its flagship product, the Tasttlig festival. The company creates multicultural and cultural experiences in partnership with restaurants across North America.

The company was recently featured as one of the disruptive startup companies in Ontario by Canada Venture News. It also featured in Crunchbase and has 4.4/5 star ratings on Glassdoor.

The company was started in July of 2018 with a mission to showcase the world in the best light. It has since created festivals in Toronto, the United States and now Vancouver.

Tasttlig Corporation partners with the top restaurants promoting their nations in the best light. It provides marketing, technology and financial support to enhance their operations. The company uses experiential marketing as a tool to help restaurants attract new customers.

The experiential marketing techniques include cultural experiences uniquely curated for restaurants based on their specialties to provide the highest revenue to them.

The experiences include tasting samples, tasting menus and tasting experiences produced in partnership with restaurants and artist where necessary. They are hosted on the Tasttlig platform, promoted by artists and then hosted live by partner restaurants.

People access experiences on Tasttlig.com where they start a free member subscription. This grants them access to a Tasttlig passport which enables them to explore experience visas issued by restaurant partners with the help of the experience managers.

The experience manager works with restaurants to create unique cultural experiences for the Tasttlig passport members to enjoy these experiences and collect loyalty rewards stamps in their Tasttlig passports.

## **Role Description**

The Experience manager role starts as a remote contract position which can lead to a full time permanent role. The officer holding this position is responsible for collecting

data about restaurants, working with restaurants to design and implement successful experiences. The role revolves around relationship management to make sales.

### **Role Responsibility**

The experience manager's role is to improve experience sales through online and offline means. Experiences are produced when restaurants are onboarded to host them. The experience manager provides professional direction, focus, and event host management support to restaurants to accelerate the production and sale of the experiences.

The experience manager conducts data analysis on website traffic, ticket sales, sponsorship interests and member account creations to better understand consumer behaviour, business trends, sales and revenue numbers. The data also helps improve the overall customer satisfaction with experiences to enhance customer acquisition and retention.

### **Qualifications**

- Experience in the event planning or tourism industry is an asset
- Experience in event and project management is preferred
- Strong data analytics background with spreadsheets
- Clear communication with all customer segments
- Demonstrated ability to create acquisition strategies
- Strong ability to analyze customer trends and work towards improving the Tasttlig Passport
- Excellent ability to identify business trends and work towards improving Tasttlig Experiences

### **Education**

- High school or related education
- Bachelor's degree in Business, Hospitality, Tourism, Marketing, or related field

### **Interests**

- Solving problems with quick and creative solutions
- Fun and playful, yet professional and positive expressions
- Anthropology, the study of culture in modern and historical terms
- Economics, the study of human behaviour as it relates to choices
- Communication, written and verbal expressions of the English language

## **Email Resume**

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