

Abrar Chowdhry

705 Megson Terrace, Milton, Ontario L9T8K5 | 647-786-7965 | ac16qk@brocku.ca

TECHNICAL SKILLS & CERTIFICATION

Microsoft Office, IBM SPSS, RStudio and Moz SEO

- Excellent knowledge in office applications like Excel, and Word to be used for data mining and pivoting
 - Conducted statistical analysis and data aggregation tasks using IBM SPSS software
 - Prepared scripts in RStudio, by cleaning, filtering and manipulating data to present results through graphs and presentations
 - Utilized keyword research tools to optimize webpages and yielded effective results for companies and clients
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WORK EXPERIENCE

Burlington Economic Development

Digital Service Squad Team Member

Burlington, Ontario

September 2020 – September 2021

- Providing recommendations to business owners for different digital marketing tools that can be implemented to enhance or develop their digital presence online
- Worked closely with companies such as Shopify, Google and Facebook to help build e-commerce store fronts and social media accounts for business owners
- Tracked meetings and the progress of various business owners through the grant and service process using HubSpot

Caiden Media

Digital Marketing Intern

Toronto, Ontario

July 2020 – September 2020

- Monitored the effectiveness of SEO and marketing programmes in terms of traffic through Moz
- Created new content for various social media platforms, such as Facebook, Twitter, and Instagram
- Assisted the Digital Marketing Supervisor to develop, monitor and update digital dashboards for multiple clients

Super 8 by Wyndham Grimsby

Front Desk Representative and Night Auditor

Hamilton, Ontario

November 2018 – November 2019

- Welcomed guests upon entry, and assisted with checking in and checking out
- Experienced with maintaining reservation system, room assignment and processing hotel documents
- Answered phones, and responded to emails while helping guests with questions, and complaints

OneTouch Direct

Call Centre Customer Service Representative

St. Catherines, Ontario

October 2018 – December 2018

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- Answered, screened and processed over 200 calls daily using a call management system and web-based communications
- Performed simple data entry of client answers, and input information into a database
- Developed personal organization skills and multitasking skills in a fast-paced environment

Integral International LTD
Marketing Associate

Hamilton, Ontario
June 2017 – September 2017

- Expanded customer base in the area by cold contacting, door to door marketing, and networking
- Responsible for identifying the customer's needs and researched ways to improve the quality of their services
- Consistent performer, met and most often exceeded the monthly sales goals by 20 – 40%

RELEVANT EXPERIENCE

Student Consultant – Strategic Management
Boathouse/Blackwell Supply Company

St. Catherines, Ontario
January 2020 – April 2020

- Collaborated with team members to develop communication, marketing, and acquisition strategies
- Provided guidance to the client by ensuring the recommendations were in alignment with organizational goals
- Contributed to the effectiveness of the group through active participation in discussions and cooperation with all team members

EDUCATION

Bachelor of Business Administration
Marketing Major – Brock University

St. Catherines, Ontario
September 2016 – August 2020

- Completed 40 credits, including 9 in marketing courses
- Captain of the Brock University Cricket team
- Member of the Pakistan Student Association (PSA) , Accounting Student Association (ASA) and South Asian Students Alliance (Brock)

References on Request