

WORK EXPERIENCE

- SEO Analyst – Summer Intern**
BreezeMaxWeb, Toronto, ON Feb 2018 – Sep 2018
 - ✓ Manage and execute implementation of SEO strategy
 - ✓ Increased organic traffic by 10% through On-Page Optimization, Off-Page Optimization and converting traffic to conversion goals
 - ✓ Audit digital experience against latest SEO best practises by using experience, latest industry trends and tools
 - ✓ Perform SEO audit and optimize internal linking structure
 - ✓ Keyword research, data and market trend analysis to identify opportunities for content marketing
 - ✓ Worked with development team to ensure SEO best practices are properly implemented on newly developed code
- Senior Customer Service Representative**
Burger King, Toronto, ON June 2013 – Feb 2018
 - ✓ Provided efficient and friendly customer service
 - ✓ Met customer demands by solving their problems and providing good service
 - ✓ Processed cash, debit and credit transactions efficiently
 - ✓ Met deadlines by preparing customer orders on time and accurately
 - ✓ Maintained inventory count for food stock and other kitchen supplies
- Shipment and Receiving Representative**
Hudson’s Bay, Toronto, ON Nov 2016 - Sept 2017
 - ✓ Improved the functionality, reliability and speed of the shipment applications by implementing many changes over time.
 - ✓ Assisted in on and off shore delivery resources to deliver each change on time and with no issues
 - ✓ Ensured all changes were compliant with Hudson's Bay's standards
 - ✓ Cultivated an excellent working relationship with customer representatives to the point where they requested me by name regularly to manage their changes

EDUCATION

- Marketing**
York University, Toronto, ON
Bachelor’s in Business Administration | Specialization in Marketing

CERTIFICATE

- HubSpot Inbound Marketing
- Bachelor’s degree – Still Enrolled

PROJECTS

- Made a website for Dropwave Advisory Group a student run consulting firm
- Making a real estate website run by York University student – In the process

SKILLS

Languages:

HTML

CSS

SQL

PYTHON

CMS

WordPress

Shopify

Wix

SquareSpace

Analytics

Google

SEMrush

Technical Skills

SEO

Web Dev

Adobe

Lightroom

Illustrator

Soft Skills

Leadership

Time Management

Team player

Management

Additional Information

Tech Enthusiast

Aspiring Photographer

Sports Fan