

# Anthony Brady

Deloitte Consultant

✉ anthony.brady.f@gmail.com

☎ +1 647 200 4044

🌐 https://anthonybrady.ca

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🔗 anthonybrady

## EDUCATION

**Toronto Metropolitan University** 93%  
Master's Degree, Communications  
2021-2022 | [Program Information](#)

**Yonsei University** Level 3  
Korean Language Studies  
2020-2021 | [Program Information](#)

**Humber College** 90%  
Certificate with Honours, TESOL  
2018-2019 | [Program Information](#)

**Humber College** 80%  
Bachelor's Degree, Public Relations  
2013-2017 | [Program Information](#)

## AWARDS

**Ryerson Graduate Fellowship (Scholarship)**  
Yeates School of Graduate Studies  
[Award Information](#)

**Academic Excellence Award In Teaching English As A Second Language (Scholarship)**  
Faculty of Liberal Arts & Sciences and Innovative Learning  
[Award Information](#)

## TECHNICAL SKILLS

Python TypeScript

Analytics SAP

## SKILLS

Technical & Financial Writing Agile PM

Research & Analysis Strategic Planning

## LANGUAGES

English Korean  
Native Communication

## PROJECTS & VOLUNTEERING

**Chief Brand Ambassadors**  
Founder  
CBA was a sampling agency and my first entrepreneurial stint.

**Liberal Party of Canada**  
Marketing Volunteer  
The Liberal Party of Canada is the longest-serving and oldest active federal political party in Canada.

## HOBBIES & INTERESTS

Strongman / Weight Lifting Bouldering / Rock Climbing

Foreign Language Acquisition Product & Business Development

## PROFESSIONAL HIGHLIGHTS

### Master's Thesis

Conceptualized a six-stage model via polynomial regression analysis that illustrates the nine-day life cycle of a short-term digitally mediated cancelling event on Twitter.

## WORK EXPERIENCE

**Deloitte | Toronto, Canada** (09/2022 - Present)  
Consultant

### Company Information

- Delivers end-to-end client advisory—from business case to blueprinting to go-live—for Fortune 500 companies while adhering to agile project management and project lifecycle values and principles.
- Determines business needs via consultation, assessing existing IT infrastructure, business analysis, and targeted observations.
- Applies understanding of multiple domains (e.g., Supply Chain, Finance, Sales and Distribution) and their operating functions to analyze client needs, design an SAP solution, understand the relationship between SAP and their legacy environments, and recognize integration points within SAP.
- Leads requirements gathering and performs gap analysis and negative testing to uncover functionality that may require further configuration, an alternative solution, or a project scope adjustment.
- Participated in full life-cycle SAP implementation projects (S/4HANA) with a focus on financial accounting and controlling modules that include accounts receivables, accounts payables, asset accounting, general ledger accounting, and bank accounting.

**Unity Health Toronto | Toronto, Canada** (01/2022 - 04/2022)  
Communications Coordinator

### Company Information

- Lead the development of a web-based resource that mobilizes knowledge on evaluation and implementation science to a diverse audience of scholars, evaluators, implementation specialists, clinicians, and educators among others.
- Supported the development and implementation of a communication strategy for research and evaluation activities of The Centre for Faculty Development (CFD). This included the development of creative virtual resources (videos) that help inform and educate the audience about various aspects of the CFDs work, as well as lending insight/practical support on various communication tools and processes.

**Ryerson University | Toronto, Canada** (09/2021 - 04/2022)  
Graduate Assistant

### Company Information

- Evaluates and grades student examinations and drafts constructive criticism regarding professional communication best practices and persuasive writing.
- Facilitates an online AI-driven learning simulation ([Ametros Learning](#)) and troubleshoots submission and other technical errors.

**ProBit Global | Seoul, South Korea** (11/2020 - 07/2021)  
Marketing Manager

### Company Information

- Developed press releases and newsletters for new [IEO listings](#), [ProBit Exclusive events](#), and [token listings](#) published on numerous digital media outlets ([CoinCodex](#), [ZyCrypto](#), [CoinCheckup](#)).
- Reflected on key performance metrics, including CTR, read-time, bounce rate, and follower growth, to elevate future messaging content and structure.
- Produced technical writing for [Medium](#) with cryptocurrency, blockchain, and macroeconomic themes with the intent to grow the Medium profile and drive more investment and traffic towards ProBit Exchange.
- Provided articles to third-party media websites (Coindesk, [HackerNoon](#), Bankless) for publication to establish ProBit Exchange as an authority in the cryptocurrency space.
- Created [video tutorials](#) for grid trading and other sophisticated market analysis and trading tools to enhance the user troubleshooting experience.

**Jelka Seals Ltd. | Mississauga, Canada** (03/2018 - 09/2020)  
Marketing Associate

### Company Information

- Designed company banners, brochures, business cards, and logos using Adobe Photoshop/Illustrator and drafted and delivered product proposals which enhanced perceived brand legitimacy and led to successfully wholesaling a new product through the [Ontario Cannabis Store](#) (OCS).
- Drafted product descriptions and bolstered sales through online outlets (Amazon). A [new product](#) saw an 800% increase in total sales following the implementation of multiple new strategies/tactics.
- Designed the new [Jelka Seals website](#) using WordPress and drafted all website copy included within the website to enhance company credibility.
- Created client acquisition and customer inquiry templates for new team members to reference before communicating with customers or potential clients.

**Seoulz** (11/2019 - 05/2020)  
Contributing Writer

### Company Information

- Published articles on a variety of topics, ranging from social media engagement, to employee retention, and technology trends.

**Humber College | Toronto, Canada** (06/2016 - 12/2016)  
Communications Coordinator

### Company Information

- Led monthly analytics meetings highlighting key international recruitment statistics and trends.
- Assisted in developing the new [Humber International website](#).
- Drafted daily writing tasks for the Humber International blog, the Humber College newspaper, the Humber International website, and various social media platforms.

**Evanov Communications | Toronto, Canada** (03/2016 - 06/2016)  
Communications Coordinator

### Company Information

- Developed numerous types of marketing material (logos, brochures, advertisements, and social media layouts).
- Managed Z103.5 and Proud FM's social media pages.