

## Michel Vivier

[Mvivier111@gmail.com](mailto:Mvivier111@gmail.com) | [www.linkedin.com/in/michel-vivier](https://www.linkedin.com/in/michel-vivier) | +1 (647)-535-2589 |  
<https://michelvivier.vercel.app/#portfolio>

### Education

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**Schulich School of Business (BBA)**, York University      *Expected Graduation: 2026*  
**Experience**

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#### Novaly Studios - Assistant Data Analytics and Marketing Manager

2023 - 2024

- Used **SQL** to extract and analyze Roblox player data, identifying trends that increased **player retention by 18%** and informed feature development decisions.
- Designed and implemented **data-driven marketing campaigns**, combining user behaviour insights with creative strategy to optimize audience engagement.
- Managed TikTok growth strategy, increasing followers by **17,000** through targeted content, analytics tracking, and A/B testing.
- Collaborated with cross-functional teams to integrate analytics findings into **business requirements documents** for marketing initiatives.

#### Lone Star Texas Grill – Data Analytics Intern

2025 (4-month internship position)

- Leveraged **BigQuery** to join, cleanse, and profile large datasets (**RawSales** and **RawLab** tables), ensuring **data integrity** and uncovering patterns to inform an **ARIMA-based labour forecasting model**.
- Developed an **interactive Looker Studio dashboard** visualizing staffing forecasts, enabling managers to make **data-driven scheduling decisions** that improved labour efficiency.
- Authored a **comprehensive analysis report** detailing data preparation methodology, analytical findings, compliance considerations, and **actionable recommendations** for operational improvements.

#### The Kind Pet – Market Research & Outreach Intern

2025 (3-month internship position)

- Spearheaded the identification and profiling of **40+ sustainable U.S. pet boutiques**, expanding the retail outreach pipeline by **2.5x** and strengthening partner acquisition strategy.
- Compiled **structured prospect databases** including owner contacts, social metrics, store analytics, and competitive insights to support **business development and compliance tracking**.
- Delivered a **strategic market expansion report** with recommendations on partner prioritization, operational feasibility, and alignment with brand values.

#### Canadian Marketing League - Virtual Campus Account Manager Intern

2024 (4-month internship position)

- Coordinated **cross-campus communications** with 20+ university representatives, ensuring alignment of messaging, timelines, and deliverables.
- Managed **stakeholder relationships** and campaign documentation to support national marketing initiatives.

#### Gymnastics at Viva RGC - Marketing Manager & Coach

2020 - 2025

- Directed digital marketing for a second club location, increasing inquiries by **40%**.
- Planned and executed five major competitions, including the 2018 Ontario Gymnastics Championship.
- Managed staff scheduling, onboarding, and customer engagement for **50+ athletes**.

### Achievements & Certifications

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- **PepsiCo 7 Case Semi-Finalist** – Canadian Marketing League
  - **HubSpot Academy Certified** – Content Marketing, Digital Marketing, Social Media Marketing
  - **Academic Honour Roll** – 4 years
  - **Student Council Member**
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#### Gymnastics Achievements

- Member of **Team Canada** from 2017 to 2022
  - Longlisted for the **Tokyo 2020 Olympic Games**
  - **12th place** – 2019 Junior World Championships, Moscow (out of 62 athletes)
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**Technical Skills:** SQL, BigQuery, Looker Studio, Power BI, Excel (pivot tables, VLOOKUP), Python, GitHub, Google Analytics, PowerPoint, Microsoft Teams, Word

**Business & Analytics:** Business Analysis, Process Documentation, Data Visualization, Reporting, Stakeholder Communication

**Marketing & CRM:** Campaign Development, Email Marketing, Social Media Analytics, Event Marketing

REFERENCES AVAILABLE UPON REQUEST