

# ALEXANDER ELIAS

Marketing & Growth | Analytics | Strategy

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## Skills

Marketing Analytics (KPI Tracking, CRO) • Growth & Performance Marketing • CRM & Retention Strategy • Meta Ads Optimization • Content Strategy • Digital UX • Data Visualization • Hootsuite • HTML/CSS/JavaScript • Python • Content creation • Social Media Management.

## Work Experience

**Founder** | Parfums de Elias | August 2024 – Present

- Founded a premium fragrance brand, overseeing product development, sourcing, and pricing.
- Negotiated pricing with suppliers, reducing production costs by 18%, while maintaining overall raw material quality.
- Increased repeat-purchase rate by 33% through CRM-driven retention strategies.

**Marketing Intern** | CONNEXIO GROUP | April 2025 – September 2025

- Managed multi-platform social media content using Hootsuite, boosting post engagement by an average of 34%.
- Created a digital content ecosystem, generating over 1.2M impressions organically and through paid media.
- Coordinated partnerships with 19 student associations and micro-influencers across Europe.

**Operations Manager** | Canadian Lumberjack | May 2023 – August 2024

- Increased online inquiries by 142% within 4 months through targeted ad campaigns and optimized landing pages.
- Optimized a \$60,000 marketing budget, reducing cost-per-lead by 23%.
- Negotiated contracts with property managers to add \$45,000 in new annual revenue.

**Research Assistant** | Toronto Metropolitan University | September 2022 – December 2022

- Conducted quantitative and qualitative data analysis for faculty-led studies on global business trends and consumer behavior.
- Authored 3 research summaries and assisted in drafting a peer-reviewed academic paper.
- Produced reports and presentations, summarizing complex data into evidence-based conclusions.

## Projects & Leadership

**Marketing Lead** | Elias & Co. | October 2025 – Present

- Designed and launched a conversion-focused marketing website using HTML, CSS, and JavaScript.
- Developed brand positioning, service packages, and pricing strategy tailored to small and mid-sized businesses.
- Designed site architecture and messaging frameworks aligned with SEO and CRO best practices.

**Director of Communications** | TMU Political Engagement Club | September 2023 – April 2025

- Managed social media strategy, launching LinkedIn and Facebook pages while boosting Instagram engagement, resulting in a 150% increase in total social media following.
- Organized canvassing and outreach operations during a federal election.
- Supported on-campus events featuring Members of Provincial Parliament and Members of Parliament.

**Capstone Project** | Toronto Metropolitan University | September 2024 – December 2024

- Acted as CEO for a 5-person executive team in a corporate simulation for a Canadian brand expanding into Europe, leading strategy, finance, marketing, and operational decisions.
- Developed financial projections, cost structures, and pricing models that outperformed competing teams by 42%.
- Conducted a full strategic analysis using PESTEL, SWOT, VRIN, and Porter's Five Forces, identifying key competitive risks and opportunities.
- Directed the development of a 5-year business plan with market entry timelines, pricing strategy, and ROI estimates.

## Education

**BComm (Hons)** | Global Management | Toronto Metropolitan University | 2021 – 2025

**Academic Exchange** | International Business | Institut Químic de Sarrià | 2025

**Language Exchange** | Spanish | Chantico | 2022

## Languages

**English:** Native | **Spanish:** B2 | **Italian:** A1 | **French:** A1