

## Syeda (Farheen) Babar

{L5M6Y9, ON} (647) 338-1779 - [farheenbabar651@gmail.com](mailto:farheenbabar651@gmail.com) -  
<http://www.linkedin.com/in/syeda-farheen-babar-63981822a>

### PROFILE

Dedicated, resilient and results-oriented Digital Enterprise Management student at the University of Toronto with a strong background in leadership, HR, project management, event coordination and strategic problem solving.

### EDUCATION

- University of Toronto Bachelor's degree - in progress
- Data Enterprise Management, 2026 - Project management, marketing

### PROJECTS

- Dema university student association - presidential and external events associate (2024-2025)
  - Gained Club Excellence Award
  - Techtrack (2025) - Alumni connect, developed key professional visuals using Canva
  - Recruiter roundtable event - Alumni feature for students, lead the alumni event
  - Alumni connect, lead associate - featured 70+ students & 20 alumni from tech/business industry
  - Received logistics after my events, being the highest rated events, 100% satisfaction rate
- UTM MOCK TRIAL club certificates - 2022-2025
- UX/UI design - Designed and launched a website featuring my passions and academic journey through my own written HTML & CSS codes: <https://farheenb101.github.io/farheen-website-official/>
- DEMA University - research and innovation director (2025-2026)
  - DEMALogue newsletter and event planning, engagement and logistics
- Achiev EmpowerHER: Civic engagement, volunteering and co-creation project formulation.
  - [Hackathons](#), Canva, Brampton Carabam...ongoing
- Social justice club - Event planner (2026)

### WORK EXPERIENCE

#### Non-Profit Organization – HR/Recruitment coordinator

March 2020 - July 2023

Study Pages - (<http://studypages.ca/>)

200+ volunteer hours accumulated

- Coordinated interviews and recruited persons of multiple age groups
- Developed supporting software changes to a new system for management of all applicants to provide fast access to context-sensitive help for my superiors to use through Excel

#### Grade 4 math Tutor - Ivey Scholars Academy

November 2023 - Ongoing

- Developed Lesson plans specific to students' comprehension and ability
- Tailored lesson plans to support a child with ADHD through visual aids, colour and structured routines.

#### MUJI Sales associate - Retail Experience

October 2022 - January 2023

MUJI Canada (100 City Center Drive)

- Serviced on the floor and using the POS system with sales etiquette, haste and efficiency
- Practiced sales and customer service etiquette in a fast-paced environment
- Resilience and adaptability through the changing itineraries, memorized the sales book in the first week

### ADDITIONAL SKILLS

- Fluent in French, Urdu and English - Currently learning ASL
- Excels in Leadership, interpersonal skills, extroverted, public and customer speaking skills
- Developed site by creating CSS and HTML based on UX/UI design guidelines

### REFERENCES

References will be furnished upon request

This experience sparks my interest in being one of the first steps in my long-term career goals. My passion for project management and eagerness to try new workplace tools like Eden have been my drive to achieve the very best results for the company and myself. With this experience, I aim to develop practical skills while surrounding myself with individuals with similar strengths as mine. Ultimately, my experiences greatly align with the core values of this position, including design operations, leadership, and team collaboration. I am eager to join this experience and am glad to be considered for this position.

Achev - EmpowerHER - The community group dedicated to introducing and uplifting students, gaining valuable experience for their academic careers. I am currently making passion project!

DEMA - Data Enterprise Management Association (My university program's main student club) - I worked as a presidential and external events dual associate (The only associate who was requested by both positions!) and now the Research and Innovation director, who is in charge of the DEMALOGUE (DEM university newsletter)

Social Justice Club (2026) - I am the external events associate for this club.

UTM Mock Trial club - I join this competition every year due to my interest in law and belief that this angle is important in every business operation.

During my two years of volunteering for Studypages.ca, I was tasked with creating posts using Canva and PiktoChart to market the company and its benefits. I highlighted the important information, including its national availability, free access, and online platform (Utilizing the COVID pandemic as a means to advertise the volunteering opportunity for high school students and undergrads), as a way to attract applicants and students. Similarly, while doing my duties as a DEMA Presidential, external and research and innovation director/associate, I was tasked to make 40+ posts for DEMA for an event the night before!

This position makes me interested in its relationship with civic engagement and financial literacy. Being community-focused, I admire WealtheSimple's dedication to promoting financial literacy by offering accessible services. I want to be at the center of the action in cultivating impactful work during my time here. My experiences greatly align with the core values of this position, being culturally impactful while offering valuable skills I can refine through event coordination and social media management. I am eager to join this experience and am glad to be considered for this position.