# Ibrahim Noorani

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## EDUCATION

**University of Toronto**

**Honours Bachelors of Arts - HBA** **Sept 2022 - June 2026**

**Double Major :** Communication, Culture, Information, & Technology (CCIT) AND Political Science

**Google Analytics Academy**

Google Analytics Certificate **June 2022**

## TECHNICAL SKILLS

**Programming Languages & Development:** Java, JavaScript, Python HTML/CSS, API Integration, C++, Swift (IOS)

**Software & Tools:** Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator), Microsoft Suite (Excel, Word Teams), Slack

**Design Multimedia Tools:** ReactJS, Figma (UX/UI), Shopify, Wix, Canva, Wordpress, Davinci Resolve, Capcut, Adobe XD

**IT & Productivity Tools:** Point of Sale (POS), Inventory Systems, Salesforce, HubSpot, KPI Tracking Tools

**Other:** SEO, SEM, Email Marketing, QR Code Design, OS Systems (Windows, Mac, Linux)

## EXPERIENCE

**Nespresso | Sales Representative | Milton, ON** **Feb 2023 - Jan 2024**

- Represented the Nespresso brand in retail environments, boosting product awareness and sales.
- Conducted product demonstrations and tastings to showcase quality and improve customer engagement.
- Organised and maintained visually appealing store displays and ensured efficient product restocking.
- Received comprehensive training in sales strategies, product knowledge, and customer service.
- Produced daily sales reports, consistently achieved profit quotas, and participated in team strategy meetings.

**Calvin Klein | Sales Associate | Halton Hills, ON** **May 2022 - Dec 2022**

- Delivered exceptional customer service, regularly exceeding sales quotas through strategic use of KPIs.
- Operated point-of-sale system and managed inventory, ensuring efficient transaction processing and product tracking.
- Collaborated with team members to meet store objectives and provided expert product knowledge to customers.

## SOFT SKILLS & RESEARCH

**Research & Analytical Skills:** Research collection & synthesis from diverse sources, quantitative/qualitative data collection & analysis, statistical analysis, and interpretation of data for actionable insights.

**User Testing & Feedback Analysis:** Conducting user testing to evaluate product designs/functionality, collecting & analysing feedback to inform improvements in product or design, and implementing results from User testing into strategies.

**Communication & Presentation Skills:** Strong public speaking skills, presenting research findings and data clearly, writing and presenting research papers, policy briefs, and proposals

**Interpersonal & Collaborative Skills:** Leading group projects and research teams, promoting collaborative environments, mediating diverse perspectives to reach common objectives, building & maintaining strong professional relationships with peers and supervisors.

**Adaptability & Quick Learning:** Rapid learning and adaptation to new tools, technologies, flexibility to shift between different types of research, writing, and analysis tasks, and maintaining high standards of accuracy and consistency under tight deadlines.