

# IBRAHIM AWAD

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## Education

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University of Toronto

Jun 2021

Bachelor's in Business Administration: Management; Specialization in Marketing

## Relevant Experiences

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### Jr. Product Designer

*Dealmaker (Novation Solutions Inc.)*

May 2022 – Dec 2022

- Working cross-functionally to create accessible & research driven UI & UX design solving user pain-points and improving website accessibility and design
- Conducted User Interviews to understand pain-points and applied those launching an updated version of the issuer dashboard a profit-center for the business
- Creating websites via Webflow & JavaScript and improved upon internal processes for creating customer embedded flows thereby reducing internal effort on integration by 4 hours per customer

### Client Success/Sales Operations Associate - Consumer Insights, Surveys and Rewards

*Drop Technologies*

May 2021 – May 2022

- In charge of the rewards product & inventory, delivering 16 live additions on app with vendors like InComm and managing the existing portfolio accounting for \$4 million in yearly rewards volume for over 50,000 users
- Identifying user fraud with data analytics and leading efforts working alongside Customer Success & Finance to clawback and prevent fraudulent user rewards saving over \$10,000 as well as preventing five-figure losses
- Identified gaps in the Survey product through product analytics to launch new features via Qualtrics, leading to an 18% increase in the Product's MAU and \$50K USD incremental monthly revenue
- Managing web development, design and outreach for Cardify.ai using Webflow, Figma, JavaScript and Mailchimp and grew the subscriber list by 450% over 8 months, generating 50+ leads and over 10 million press impressions

### Analyst to the CEO

*Drop Technologies*

May 2020 – May 2021

- Conceptualized 4 different innovation initiatives for the business stakeholders, with one being implemented through collaboration with the engineering team and increasing MAU of the product by 7%
- Supported all revenue generating streams of the business through Revenue Operations by using SQL, Python and Looker developing daily reporting tool & dashboards quantifying revenue goals & potential weaknesses
- Created presentation decks and data analysis to be used within VC Fundraising Meetings & Presentations

### Customer Development Intern - Walmart & Costco

*Unilever Canada*

Jan 2019 – Apr 2019

- Assumed a leadership role on a team in creating product packs resulting in 7 new products in total being offered across Walmart, Amazon and Costco Accounts and totaling over \$1.3M CAD in Revenue
- Identified an issue in distribution resulting in my creation and execution of a zero-sales project for specific categories, resulting in a potential savings of over \$10K weekly as of March 2019 for the Walmart Account

## Technical Skills & Interests

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**Interests:** Fitness, Music, Coding, Web Design, eSports, Economics, Finance, and Linguistics

**Technical Skills:** Python, Jira, SQL, Qualtrics, Webflow, JavaScript, CSS, Figma, Adobe Creative Suite and Excel