

# IBRAHIM AWAD

(647) 701-1534 | ✉ [ibrahim.a.awad16@gmail.com](mailto:ibrahim.a.awad16@gmail.com) |  <https://www.linkedin.com/in/ibrahimaawad/>

## 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 with the Product team to fulfill pieces of intent from ideation via Double-Diamond Design and JBTD to completed Hi-Fidelity mocks using Figma & CSS with a focus on improving usability and platform design
- 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 Associate / Operations & Web Design

*Drop Technologies ( & Cardify)*

May 2021 – May 2022

- Managing web development, design and email list for Cardify.ai using Webflow, Figma, Chart.js and Mailchimp and grew the subscriber list by 450% over 8 months, generating 50+ leads and over 10 million press impressions
- Facilitating the rewards product cross-functionally for delivering 16 live additions on app with vendors and manage the existing portfolio and accounting for \$4 million in yearly rewards volume for over 30,000 users
- Identified gaps in the Survey product through product analytics to launch new features via agile development, leading to an 18% increase in the Product's MAU and \$50K USD incremental monthly revenue

### 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

### Teaching Assistant

*University of Toronto*

Jan 2019 – Apr 2021

- Held three positions for undergraduate courses in the Faculty of Management, for Introductory Financial Accounting, Introductory Management Accounting, and International & Domestic Marketing Management
- Performed case marking for 600+ students using both Marketing Management and Accounting principles with cases selected from Ivey, Harvard, Kellogg, and Wharton Business School for Marketing Management

### Customer Development Intern

*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, Figma, Adobe Creative Suite and Excel