

# Laila Wilson

Canadian/American | Female | 23 years old

*Target MSc: Management & Digital Strategy*

*EDUCATION BCom in Management Information Systems (MIS) McGill University, Montreal 2021 - 2024*

*Focus on the intersection of business strategy and IT infrastructure.*

*Winner of the McGill Management International Case Competition.*

## PROFESSIONAL EXPERIENCE

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Product Intern - Shopify, Toronto May 2024 - August 2024

Conducted user research to identify pain points for small merchants using the Shopify POS system.

Defined product requirements for a new inventory tracking feature, working closely with UX designers.

Monitored product KPIs (Monthly Active Users, Feature Adoption) using Mixpanel and SQL.

Business Analyst Intern - Deloitte Digital June 2023 - August 2023

Assisted in a CRM implementation project for a major retail client, streamlining their customer support workflow.

Mapped "As-Is" and "To-Be" business processes to identify automation opportunities.

Drafted training materials and conducted user acceptance testing (UAT) for 200+ end-users.

## SKILLS

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Technical: SQL, Mixpanel, Jira/Confluence, Salesforce, Basic JavaScript.

Analytical: Agile product development, User-centered design, Process mapping.

## LANGUAGES

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English (Native), French (Fluent).

PERSONAL INTERESTS Hockey, Video Game Design (Indie), High-altitude Hiking.