

EXPERIENCE

Head of Marketing Viral Club (2021-Present)

- Responsible for market research, and keeping up with the latest trends on all Social Platforms to write about in our newsletter
- Led a Wombo.ai Campaign which resulted in over 2 million views on Instagram, Reddit and Twitter.
- Actively recruiting and moderating our community server which has 500+ creators

Social Media Influencing (2020- Present)

- Managing and creating content for various niche Instagram accounts reaching millions of users daily (currently managing @strawhat @hxxh_ @mugiwara) (previous accounts include @animexculture @birthdayanime @veowr)
- Leveraged my following and started animeshop.ca, generated over \$8 000 in sales within 4 days.

Business Development/Social Media Management Intern Smallbizhub Canada (2021-2021)

- Responsible for creating content and managing all things social media for the #WeGotTheShot campaign which reached over 150 000 Brampton residents and helped with our goal of reducing vaccine hesitancy in the area
- Used Strong interpersonal skills to recruit small businesses to join the #WeGotTheShot campaign and created custom videos for their businesses using the Adobe Creative Cloud

CEO and Co-Founder, Ēmpathy (2019- 2021)

- Continuously driving strong online market presence through a variety of social media platforms such as Instagram, Facebook, and Twitter.
- Lead scheduled meetings with my team to delegate tasks and discuss tactics to improve marketing and sales
- Using strong interpersonal skills to build external relations with various influencers and organisations to enhance brand strategy and outreach
- Responsible for handling all inquiries on social media platforms

Athletic Council President Turner Fenton Secondary School (2017-2021)

- Planning and hosting Events on a weekly basis to create an inclusive and healthy environment within our school community
- Leading a team of individuals and delegating tasks to ensure events run smoothly
- Ensuring tasks are completed to maintain quality of events
- Creating promotional material for promoting events

SEO Consultant, AAR Consulting Services (2017-2018)

- Conceptualized effective SEO (Search Engine Optimization) strategies to establish online presence and drive online sales
- Increased traffic to AAR's website by 500%

EDUCATION

Honours, Bachelors in Computer Science Expected Completion: 2026

University of Waterloo, Canada

Honours, Bachelors in Business Administration Expected Completion: 2026

Wilfrid Laurier University, Canada

International Baccalaureate Diploma Completed: 06/21

Turner Fenton Secondary School, Brampton, ON

Digital Marketing Certificate Completed: 08/20

University of Cornell, Ithaca, New York