

Tobin J.M. Sydneysmith

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EDUCATION

Bachelor of Applied Economics (Honours) with a minor in Geography, Queens University- GPA: 3.5

Digital Data Strategist Program, Hyper Island – Stockholm, Sweden (July 2017 – July 2018)

WORK EXPERIENCE

NorLand Limited - Business Development and Digital Strategy Associate, Vancouver BC

- Develop and execute digital and business strategies for NorLand's 14 businesses
- Manage the content for all media and marketing platforms for NorLand's 14 businesses
- Perform analysis on customer, client and project data to extrapolate meaningful trends and insights
- In my first 6 months at NorLand, I have increased web traffic for the main site by ~15%, as well as increased traffic by a similar amount for several of the 14 businesses

*Consultant work through **Hyper Island**:*

- **Equestrian Stockholm** – (October 2017 – December 2017)
- **Babyland** – (January 2018 – March 2018)
- **Sportamore** – (March 2018 – May 2018)

Imperial Green Energy – Strategy Consultant, Toronto ON (September 2016 – July 2018)

- Start-up focused on the brokerage of residential/commercial solar panel installation in Ontario and Alberta
- Developed company growth strategies and goals
- Designed and created all marketing and promotional content

Colliers International – Data Associate Intern, Vancouver BC (May 2016 – August 2016)

- Expanded a SQL database that maps the industrial, office and retail space of the Greater Vancouver area
 - Involved in preparation of their CRM system, creation of PowerPoint decks, pulling comparable properties
 - Worked alongside the office brokerage team to perform due diligence on leasable properties in Metro Vancouver
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