**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 PowerPoints decks, pulling comparable properties
* Worked alongside the office brokerage team to perform due diligence on leasable properties in Metro Vancouver