

Aaron Cameron Francis

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EDUCATION

Concordia University

Montreal, QC

John Molson School of Business – *BComm, Marketing, Graduate*

2020 - 2022

- **Activities:** ThinkTank Case Competition (Podium), 2022 Business Simulation (Winner)

Gina Cody School of Engineering – *Mechanical Engineering, 2 years*

2018 - 2020

- **Coursework Highlights:** Material Science, Vector Statistics, Beginner, Intermediate and Advanced Calculus
- **Activities and Societies:** Space Concordia Rocketry Division (General Member)

PROFESSIONAL EXPERIENCE

Freelance Contractor

Montreal, QC

Independent Digital Marketing, Graphic Design and Advertising

2021 - 2022

- Sourced and secured leads for start-up businesses to establish a solid online presence
- Completed and signed various contracts for: web development, advertising, graphic design, frontend edits

Definite Image Productions

Montreal, QC

Frontend developer & advertising

2022

- Designed and developed 10+ websites independently using Shopify
- Created and published advertisements using various platforms including AI-targeting software
- Created dozens of graphic design content including: web content, social media templates, animations, banners, posts... etc.

Arrival G.T.R.

Montreal, QC

Software Consultant and Project Manager

2018-2019

- Devised a real-time algorithm-based shipment calculator dependent on load size, route and time constraints
- Outlined and designed a web-based multi-user third party logistics software to be programmed and developed
- Listened and shadowed through sales calls, meetings and participated in the selection process of developers

Calego International Inc.

Montreal, QC

Customer Service Representative

2020

- Managed and cared for customer tickets, evaluated warranty claims and worked alongside logistics manager
- Responsible for all client-to-agent live-chat assistance on a third-party platform
- Collected and formatted purchase data to automate processes to cloud software
- Designed and produced marketing campaigns, formatted and fit to custom platforms upon request

ACTIVITIES AND INVOLVEMENT

Think Tank 2021 Case Competition

Montreal, QC

March 2021

- Competed with 19 other teams to place third in the weeklong case competition
- Gained case experience and networking professionalism with Intact Investment Management and RBC

Concordia Rocketry Team *De-Spin for Research & Development Team*

Montreal, QC

2018 – 2019

- Through NASA documentation and Kinematics theory, designed a mechanism to decrease spin velocity
- Tested and authored scientific reasoning in official Base 11 proof of concept proposal

SKILLS AND PROFICIENCIES

- **Languages:** English (Native), French (Full Professional Fluency), Hebrew (Conversational)
- **Software Knowledge:** Shopify, Microsoft Office, AutoCAD & Solidworks (Basic), HTML, CSS
- **Adobe Creative Suite:** Photoshop, Illustrator, Dreamweaver, XD (Professional), Lightroom, Premiere, InDesign (Moderate)
- **Industry Knowledge:** Team Leadership, Project Management, Data Analysis, Software Design and Optimization, Budgeting

REFERENCES

Upon Request