

SUMMARY

- 4th Year Beta Gamma Sigma member and Honour List Management student with a 9.47/10 CGPA
- Current Business Compliance Division analyst at the Canada Revenue Agency
- Familiarity with business strategy, statistics, operations, IT, entrepreneurship, scripting, and design
- Communicates effectively in English, French, HTML, CSS, and JQuery, with exposure to VBA and PHP
- Involved in University case competitions and community events including the Jeux de Commerce business competition, Strat24, uOttawa Startup Weekend, uOttawa Start up tools for Entrepreneurs presentations, Deloitte Impact Day, and the Apps4Ottawa open data competition

EXPERIENCE

Junior Project Officer April 2016 - Present

Canada Revenue Agency (CRA): Government Agency

- Construct dynamic, macro-based Excel templates to increase the efficiency of statistical reporting
- Answer business questions through querying and analyzing large quantities of data
- Improve database accuracy by validating queried data and reporting any anomalies
- Facilitate divisional communication by developing summarized reports for internal use

Strategy – uOttawa Academic Delegate April 2016 - January 2017

Jeux De Commerce (JDC): Eastern Canada Business Competition

- Selected by JDC judges to attend the invite-only “Coup de Coeur” cocktail
- Honed analytical skills by presenting strategic-level solutions to Harvard cases on a weekly basis
- Improved interpersonal skills through continuously refining our collective problem solving approach
- Furthered communication and analytical skills by integrating weekly feedback from mentors

UI Design Spring 2016

uApp: Integrative Application for University Students (Startup)

- Applied entrepreneurial learning to help develop an idea into a startup business
- Advanced design knowledge by leading UI/UX design for platform and web development
- Produced numerous wireframes using Fluid UI, Draw.io, Lucidchart, and Adobe Photoshop
- Conjointly devised the overview of a guerilla marketing campaign to reach students at uOttawa

Junior Project Support (Internship) Winter 2016

Global Affairs Canada: Government Agency

- Generated and updated process diagrams for interdepartmental use
- Updated bilingual documents to reflect recent changes
- Supported team members through the completion of administrative tasks

Freelance Design 2009 - Present

Alishia.ca: Self-employed Designer

- Currently under contract with the Metropolitan Bible Church
- Create different media forms that communicate a client’s vision
- Enable cohesive branding by producing analogous graphics, images and/or videos
- Manage workflow appropriately to complete projects on time and within budget

EDUCATION

Honours Bachelor of Commerce, Specialization in Management and option in Entrepreneurship

University of Ottawa, Telfer School of Management

- Gained hours of practical experience in presentation delivery and content creation/editing
- Applied theoretical knowledge by participating in multiple case competitions and extracurriculars
- Actively led and participated in the development of business models for grassroots initiatives
- Developed increased financial literacy through practicing financial analysis and forecasting

TECHNICAL

- Comfortable using both Windows and Apple operating systems
- Proficient with various software including Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Dreamweaver, and Illustrator CS, IBM Impromptu, MiniTab, Mixcraft, and Pinnacle
- Experience with HTML, CSS, JavaScript, and JQuery, along with exposure to VBA, PHP and SQL
- Adept with the use of Canon SLR cameras

VOLUNTEER EXPERIENCE

Marketing Co-Lead November 2016 - Present

Formula uOttawa: F-1 Engineering Team

- Leading numerous sponsorship and marketing initiatives to support our F-1 racecar construction
- Helped secure a value of \$3000+ over a 3-week period during the Winter semester
- Practicing the hustle by actively approaching more than 120 community partners
- Executing initiatives to raise awareness about Formula uOttawa on campus and within the city

Executive August 2015 - December 2016

uOttawa Sports Business Club: Sport Management Club

- Designed a new branding identity to improve the feel of official communications
- Expanded marketing experience by promoting events using social media and marketing materials
- Enriched logistical knowledge through assisting with event planning and organization

Volunteer 2015

SFUO Food Bank: University of Ottawa Food Bank

- Increased customer service abilities through serving clients and distributing food allocations
- Assisted with operational tasks, including inventory management and client registration

Media and Design 2013 - 2015

Rock the Capital/Rock the River Ottawa: Local Music Festival

- Managed various expectations and guidelines to produce online and print materials
- Produced work under tight deadlines while communicating consistently with an advisor team

OTHER ACCOMPLISHMENTS

- Inducted into the Beta Gamma Sigma academic honour society in 2016
- Competed in the final Toronto round of the 2015 CEOX1Day program
- Received 6 scholarships, including the "Kildonan Education Award" and "Merit Scholarships"
- Earned accolades for the "Ottawa For Kids" website created for the Apps4Ottawa open data competition, including a certificate from the City of Ottawa
- Received an invitation to join the "YouTube Partnership Program"
- Completed the Grade 10 Royal Conservatory of Music piano examination
- Won 4 gold medals while playing in the recreational West Ottawa Soccer Club