

Alexander Kamil Diab-Liu

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Profile

Goal-driven engineering student seeking a position to leverage research and software skills to study how engineering concepts can make an impact on people's lives. Always eager to learn and looking for opportunities to develop new skills.

Skills & Abilities

Programming: Python, MATLAB, SQL (MySQL, SQLite3), C

Web Development: HTML, CSS, JSON, Liquid, Django Framework

Version Control and CMD Line Applications: Git, Windows

Engineering Skills: Autodesk Inventor, Raspberry Pi 4

Technical Skills: Technical Writing, Data Entry, Graphic Design, Digital Marketing, Market Research

Languages: English (Native Proficiency), French (Bilingual Proficiency), Arabic (Elementary Proficiency)

Experience

Software Programmer / LinkClicks

Jun 2022 - Present, Remote

- Developed an API to connect from LinkedIn to the LinkClicks website using Python, Django, HTML, JSON, and SQL
- This program was responsible for the authorization of the user and the subsequent storage of the access token into the company's database for future reference, as well as the creation and retrieval of ad campaigns
- Integrated the program into the existing LinkClicks website to allow the user to create LinkedIn ad campaigns directly from the LinkClicks ad manager

Academic Tutor / Tutorax

Jul 2021 - Present, Remote

- Tutored Physics, Chemistry, Biology, Math and English at the secondary school level
- Created informative and insightful content for lesson plans to increase student engagement
- Employed a variety of teaching strategies in order to adapt to different learning styles

Web Programmer / Werrv Inc.

Jun 2022 - Aug 2022, Remote

- Incorporated scarcity marketing into the company website utilizing HTML, CSS, Javascript, and Liquid to drive conversions towards certain key products
- Employed back-end programming concepts to activate a customized stock reducing feature in certain niche scenarios (applied according to the date as well as the product SKU number and price)
- Created customized tags on Shopify products to account for product size and adjust pricing accordingly

Engineering Physics Research Assistant / McMaster University

Apr 2022 - Jul 2022, Hamilton, ON

- Co-authored a scientific publication regarding on-site microfluidic technologies and their applications in diagnosing RNA-based viruses
- Acknowledged for proofreading the "Diagnosis of SARS-CoV-2 using microfluidic technologies" section of a technical book chapter
- Performed research regarding the optimal non-invasive energy type to stimulate acupuncture points
- Aided in the research and design of a wearable biomedical device with the capabilities to stimulate acupuncture points using non-invasive energy waves

Health Technology Market Research Intern / Behavior

Feb 2022 – Apr 2022, Remote

- Performed Market Research and Data Analysis revolving around behavioral health technology stakeholders
- Developed a profound understanding of the market for wearable biomedical devices
- Identified the potential of marketing to pregnant women with opioid use disorder through clinics with the creation of customer personas
- Created detailed outlines explaining the mentality of pregnant women with OUD at different points throughout the marketing and sales funnels

Journal Club Research Assistant / McMaster University

Jun 2021 – Sep 2021, Remote

- Aided a graduate student in citing and summarizing key literature for their thesis
- Produced a summary and analysis of scientific literature, including relevant keywords for future reference
- Studied the effects of exercise on mental health, notably anxiety and depression
- Researched the correlation between physical training and cognition

Digital Marketing Analyst Intern / ALEPH – Global Scrum Team

Nov 2020 – Feb 2021, Remote

- Established a social media presence for the United Kingdom subdivision of the company – grew followers by over 1150% on all social media platforms – Facebook, Instagram, Twitter, Pinterest
- Maximized growth strategies to increase LinkedIn followers from 0 to 150 over the course of two months
- Co-authored a writing piece “Digital Marketing Plan for Small Businesses” on the company blog
- Produced a variety of content such as promotional images, videos, and blogs

Education

McMaster University / Electrical and Biomedical Engineering (iBioMed)

Sep 2021 - Present

- Dean’s Honour List: Awarded to students with a GPA greater than 9.5 (3.7/4.0)

Leaside High School / Ontario Secondary School Diploma

Sep 2017 - Jun 2021

- 4.0 GPA, 98.3% Top 6 Grade 12 Average
- Received an Honours Certificate of Bilingual Studies in French Immersion
- Ontario Scholar, Honour Roll with Distinction

Awards/Certifications

Engineering Research Experience Award / McMaster University

Sep 2021

Engineering Dean’s Excellence Award / McMaster University

Sep 2021

McMaster Award of Excellence / McMaster University

Sep 2021

Queen’s Programming Challenge 1st Place / Queen’s University

Aug 2021

Licensed Digital Marketing Master / International Institute of Digital Marketing

Feb 2021

Marketing Strategy Master / International Institute of Digital Marketing

Dec 2021

Extracurriculars

Marketing Executive / DeltaHacks, McMaster University

Oct 2021 - Present

Graphic Designer / Google Developer Student Club, McMaster University

Oct 2021 - Present

Advertising Coordinator / Engineering Musical, McMaster University

Oct 2021 - Present

First Year Representative / McMaster Society for Engineering Research

Oct 2021 - May 2022