

# Aroz Hawramani

2A Business Administration and Computer Science (BBA/BCS) Double Degree Student (Co-op)

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## Skills and Qualifications

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- Experienced at agile product management including UI/UX foundations, design thinking principles, budgeting allocation, and scrums
- Demonstrated effective and concise communication through attaining a grade of A in public speaking course and creating engaging PowerPoints
- Excellent organizational skills demonstrated through project planning and taking leadership of assigned group work to clearly define deliverables
- Proven proficiency in Excel by earning Microsoft certification through completing the core data analysis, manipulation, and presentation exam ( $\geq 97\%$ )
- 5+ Years' experience working in a fast-paced and cross-functional environments assisting stakeholders with strong abilities of prioritization and flexibility
- Conducted research at start-ups across Canada to encourage in transforming their business approach by defining Impactful objectives, purpose, and KPIs

## Education

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Bachelor of Business Administration (BBA) and Bachelor of Computer Science (BCS) – Double Degree

Sep 2021 - Apr 2026

Wilfrid Laurier University and University of Waterloo, Waterloo, ON

CGPA: 3.0

- **Consulting Cases:** BDO entrepreneurship case, Fidelity Investments case competition, RSM technological changes case, and Tramigo market expansion case
- **Relevant Coursework:** Computer Science I & II, Financial Management, Financial Accounting, Organizational Behaviour, Statistics, and Public Speaking

## Technical Skills and Certifications

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- **Professional Certifications** Microsoft Office Excel Specialist, IT Automation with Python, Advanced Social Advertising, and Social Marketing
- **Front-End Development** HTML, CSS, Figma, Webflow, Swift, LaTeX, Markdown, Bootstrap Studio, Squarespace, and CodePen
- **Back-End Development** Python, JavaScript, Node.js, Django, Bash, OS Systems, PyCharm, VSCode, Git, and Github
- **Business Tools** Atlassian, Google Cloud, Salesforce, Notion, Google Analytics, Adobe Illustrator, Canva, and Zendesk

## Internship Experience

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Listed Below are 7-week project-based internships completed through part-time Work-Integrated Learning program (WIL) funded by the Government of Canada and administrated by Venture for Canada. Please click on the associated link to see the deliverables of each project:

- **Business Development Intern, FreshFind** Jul 2022 - Sep 2022
  - Performed customer analysis and user research to identify pain points customers experience and refined feature backlogs
  - Developed strategic partnerships through the generation of leads, acquisition and onboarding clients that led to sales growth
  - Implemented and refined strategies based on innovative and research-based approaches to complex marketing problems.
- **SEO Specialist Intern, Quietly** Jul 2022 – Sep 2022
  - Monitored marketing campaigns and social media content across management tools such as Monday and Hootsuite
  - Researched solutions to create successful backlinks for the product offerings and assisted the founder with creating a pitch deck
  - Analyzed Google Trends and generated SEOs to boost ranking on Google search through keyword identification and research
- **IT and Marketing Consultant Intern, Brickio.io** May 2022 - Jul 2022
  - Optimized processes and increased efficiency by proposing the latest business tools such as Hygraph and APIs
  - Defined accessibility features and strengths to create a human-centric approach to their SaaS services as a part of an agile development team
  - Organized the development of low-fidelity mockups for website redesign and contributed to the copy writing of public content
  - Tracked client onboarding using CRM software and collaborated with UI/UX team to create elegant email marketing campaigns on Klaviyo and Figma
- **Product Manager Intern, Templn** May 2022 - Jul 2022
  - Prioritized product features and created a road map for product launch using agile techniques such as storytelling and retrospective
  - Conducted competitive research and market analysis independently using industry-specific databases such as IBISWorld and MarketLine
  - Participated in daily design thinking scrums to help deliver a customer-centric product via hands-on approach to a Minimum Viable Product (MVP)
  - Presented outcomes of SWOT analysis, market segmentation, and competitive research to assess industry performance and barriers of entry
- **Digital Marketing Intern, Malahat Valuation Group** Jan 2022 – Mar 2022
  - Defined KPI measurements on Excel to better understand clients through qualitative and quantitative metrics like reach, traffic, and engagement
  - Simplified social media policies and created contingency response plans to align marketing strategies with the current business environment
  - Created a Notion repository for the project to gather all the key deadlines and useful links to make the project run smoothly

## Work Experience

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### Product Support Specialist, Ecobee

Jul 2018 – Aug 2019

Full-Time Employment

Toronto, ON

- Researched solutions to complex problems independently, and worked with the developers to exceed customer expectations to a higher degree
- Identified potential sales and cross-selling opportunities by providing direct feedback to business (B2B) and residential customers (B2C)
- Directly aided a wide range of clients as the first point of contact such HVAC professionals and distribution partners under a fast-paced environment
- Assisted in budgeting engagement events and oriented employees with the organization's values, leading to an increase of 20% active engagement
- Collaborated with internal stakeholders to deliver a quarterly hackathon event and served as judge along with the Execs at the event

## Volunteering and Leadership Experience

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### Volunteer, Toronto Humane Society

Aug 2020 – Present

Volunteering

Remote

### Fundraising Assistant, The Princess Margaret Cancer Foundation

Aug 2022 – Sep 2022

Volunteering

Remote

- Conducted user research to generate leads and performed cold sales calls to assist in converting them into donors and building relationship
- Acted as the first point of contact for potential donors in a fast-paced call centre while exceeding service level agreements

### Co-Founder, Next Phase Foundation

Aug 2016 – Jul 2017

Leadership

Washington D.C. and Iraq

- Co-founded a non-profit organization dedicated to improving co-existence among citizens with the help of the U.S. Department of state
- Secured USD \$3,000 funding for developing and organizing educational workshops to promote LGBTQI+ rights, leadership advocacy, and free speech
- Planned and budgeted expense allocation and marketing campaigns on social media to generate new revenue streams for the organization

### Exchange Student, School of International Training & University of Tulsa

Jul 2016 – Aug 2016

Leadership

Brattleboro, VT, and Tulsa, OK

- Interacted with groups of ethnic diversities and improved interpersonal communication from a cultural context
- Received USD \$60,000 Scholarship from the U.S. Department of state through World to spend a month at two universities across the United States
- Strengthened skills including leadership, communication, teamwork and public speaking through volunteering and networking
- Trained on leadership, team building, dialogue design, and project management, public health regulations, data management, and privacy
- Advanced leadership skills by volunteering in experiential leadership opportunities with the American Red Cross, 4-H Oklahoma, Route 66 Association, [Community Food Bank](#), and Senior Living communities

## Campus Involvement

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### Sponsorship and Outreach Advisor, WATonomous

Sep 2022 – Present

Campus Involvement

University of Waterloo

### UN Sustainable Development Goals Campus Advocate, FES

Jan 2022 – Apr 2022

Campus Involvement

Wilfrid Laurier University

### Attendee, TEDxUW

Jan 2022 – Apr 2022

Campus Involvement

University of Waterloo

### Club Member, Laurier Tennis Club

Sep 2021 – Jan 2022

Campus Involvement

Wilfrid Laurier University

## Awards

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- **Term Distinction List** – 2022, Awarded for achieving excellent academic standing with an average ( $\geq 80\%$ ) in the winter 2022 term
- **President's Gold Admission Scholarship** (\$4,000) – 2021, Awarded for achieving academic excellence in high school with an average ( $\geq 95\%$ )
- **Inspiring Lives Scholarship** (\$5,000) – 2021, Awarded for inspiring lives of leadership through community engagement and extracurricular activities