Aroz Hawramani

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

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EDUCATION

Wilfrid Laurier University and **University of Waterloo**, Waterloo, ON   **Sep 2021 - Dec 2025**
Bachelor of Computer Science (BCS) & Bachelor of Business Administration (**BBA**)   *CGPA: 3.0*

Consulting Cases
- RSM – Improvements to current digital workflows
- Fidelity Investments – Product Development
- New Venture – Entrepreneurial Case
- Little Short Stop – Technological Advancements
- Tramigo – Expansion strategy to Mexico

Awards and Distinctions
- President's Gold Entrance Scholarship – $4,000
- Inspiring Lives Scholarship – $5,000
- UW Winter 2022 Term Distinction List

TECHNICAL SKILLS

Front-End Development	HTML, CSS, Figma, Webflow, LaTeX, MarkDown, Bootstrap Studio, Squarespace, and CodePen
Back-End Development	Python, JavaScript, Django, Bash, OS Systems, PyCharm, VSCode, Git, and Github
Business Tools	Atlassian, Google Cloud, AWS, Salesforce, Notion, Google Analytics, Trello, Monday, and Zendesk
Marketing Tools	Canva, Mailchimp, Klaviyo, Notion, SEOs, HubSpot, Adobe Illustrator, Loom and Buffer

INTERNSHIP EXPERIENCE

Listed Below are internships completed through **Venture for Canada Intrapreneurship Program**. Each internship runs for 7-weeks in which students get paired up and get mentored by entrepreneurs across Canada. This program is a part of The Innovative Work-Integrated Learning Initiative and funded by the Government of Canada

Business Development Intern, FreshFind   **Jul 2022 - Sep 2022**
Contract Part-Time   *Toronto, ON*
- 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
- Analyzed Google Trends and generated SEOs to boost FreshFind's ranking on Google through keyword identification and research
- Tracked client onboarding using CRM software, and worked with UX team to create elegant email marketing campaigns on Klaviyo and Figma to deliver elegant advertising emails

IT and Marketing Consultant Intern, Brickio.io   **May 2022 - Jul 2022**
Contract Part-Time   *Toronto, ON*
- Implemented and refined strategies based on innovative and research-based approaches to complex marketing problems
- Organized the development of low-fidelity mockups for website redesign and contributed to the copy writing of website content
- Ensured website visibility and easy navigation by researching and reviewing ADA website compliance and regulations
- Structured and presented new and improved approaches to the website's accessibility features and internal operations to the start-up's CEO, Marketing and UX/UI Teams
- Recommended the latest business tools for optimizing internal workflow and increasing employee productivity, and helped the firm migrate from previous processes to the new ones

Product Manager Intern, TempIn   **May 2022 - Jul 2022**
Contract Part-Time   *Toronto, ON*
- Engaged and interviewed potential clients and business partners to collect pre-launch survey
- Prioritized product features and created a road map for product launch using agile techniques
- 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 project planning of a Minimum Viable Product (MVP) development

- Strengthened relationships with founders to expand their knowledge of SWOT and defined internal resources and strengths to create a human-centric approach to their SaaS services

Digital Marketing Intern, Malahat Valuation Group   **Jan 2022 - Mar 2022**
Contract Part-Time   *Remote*
- Simplified a marketing strategy to assist the organization with social media policies, and emergency response plans
- Formed quantitative and qualitative KPI measurements involving the reach, traffic, and engagement of audience
- Created a Notion directory for the project to gather all the key deadlines, and useful links to make the project run smoothly

WORK EXPERIENCE

Product Support Specialist, Ecobee   **Jul 2018 – Aug 2019**
Full-Time   *Toronto, ON*
- Provided direct feedback to business and residential customers during the first point of contact to identify potential sales and cross-selling opportunities
- Researched solutions to complex problems independently, and worked with the developers to exceed customer expectations to a higher degree under a fast-paced environment
- Assisted in budgeting engagement events and oriented employee team with the organization's values, leading to an increase in productivity of 20% throughout the department
- Proposed Eco-era project to focus on customer and employee appreciation through sustainable and creative incentives

CERTIFICATIONS

Advanced Social Advertising Certification, **HootSuite**   **Apr 2022**
Advocacy and Implementation of the SDGs, **FES**   **Feb 2022**
Social Marketing Certification, **HootSuite**   **Feb 2022**
IT Automation with Python, **Google**   **Apr 2021**
MS Office Excel Specialist, **Microsoft**   **Jun 2018**

VOLUNTEERING

Sponsorship and Outreach Advisor, WATonomous   **Sep 2022**
University of Waterloo   *Waterloo, ON*

Fundraising Volunteer, The Princess Margaret Cancer Foundation   **Aug 2022**
Casual   *Remote*

Foster Parent, Toronto Humane Society   **2020 – Present**
Casual   *Toronto, ON*

LEADERSHIP

Co-Founder, Next Phase Foundation   **Jul 2016 – Jul 2017**
Non-profit Organization   *Washington, D.C.*

Exchange Student, SIT and The University of Tulsa   **Jul 2016**
Leadership Exchange Program   *Brattleboro, VT and Tulsa, OK*