

# Ayesham Raheel

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## EDUCATION

### University of Waterloo

Bachelor of Global Business & Digital Arts (Honours, co-op)

Waterloo, ON

Cumulative GPA: 3.8/4.0; Dean's List 2021 - 2025

Expected June 2027

Relevant Coursework: Marketing in the Digital World, Global Business, Project Management

### Nanyang Technological University

Singapore, SG

Exchange Program at the School of Art, Design and Media

Aug 2025 - Dec 2025

Relevant Coursework: Explorations in Generative Artificial Intelligence, Digital Media Entrepreneurship, Business Management

## WORK EXPERIENCE

### Artistry Community

Toronto, ON

Marketing & Digital Media Intern

May 2025 – August 2025

- Led end-to-end digital marketing and social campaigns for an online arts platform showcasing emerging Canadian artists, driving 1,000+ monthly profile visits and 20% growth in exhibition sign-ups.
- Managed outreach to 150+ Toronto creatives and community partners, securing 12 new artist collaborations and expanding the network for upcoming virtual exhibitions.
- Served as Project Manager for the platform's virtual exhibition series, coordinating a cross-functional team of 10+ designers, artists, and media contributors, ensuring on-time delivery of all creative assets.
- Designed campaign visuals, social templates, and branding materials that boosted Instagram engagement by 28% and increased overall online visibility across key channels.

### University of Waterloo, Stratford School of Interaction Design and Business

Stratford, ON

GBDA Ambassador

Sep 2024 – Present

- Guided 300+ prospective students and parents during campus tours and Open House events, delivering clear program insights with professionalism and high-energy engagement.
- Organized and executed 5+ major student-facing events each term, boosting community participation by 40% and strengthening program spirit through interactive activities, workshops, and mixers.
- Secured partnerships and sponsorships with local brands, including Chatime Bubble Tea, helping provide free merch, drinks, and activity materials for student events without exceeding budget limits.
- Developed and managed event budgets ranging from \$300–\$1,200, strategically allocating funds for supplies, décor, promotional materials, and giveaways while ensuring cost-effective execution.
- Collaborated with faculty, administrative staff, and student leaders to collect and summarize feedback from 100+ students, contributing to program improvements and the enhancement of student experience initiatives.
- Managed and responded to student support tickets and email inquiries within a 48-hour SLA, ensuring timely and helpful communication.

### Fashion for Change

Waterloo, ON

Social Media Coordinator

Sep 2023 – Sep 2025

- Planned and promoted large-scale charity events and fundraisers, driving 60% of total ticket sales through targeted Instagram and TikTok marketing campaigns.
- Managed multi-campus social media accounts, consistently generating 2,000+ impressions per post and boosting engagement by 35% through creative content strategies.
- Produced high-performing content (reels, graphics, behind-the-scenes coverage), contributing to steady audience growth and increased brand visibility across three universities.
- Secured 4+ business partnerships and collaborated with 3 campus clubs, raising sponsorship funds that supported show production, decor, and student giveaways.

### RE/MAX Gold

Mississauga, ON

Marketing & Admin Coordinator

Jan 2021 – Jan 2022

- Scheduled 30+ weekly client and property appointments while maintaining a streamlined digital and physical filing system, improving overall office efficiency and response time.
- Managed logistics for 10+ board conferences and coordinated meetings with 20+ prospective investors, contributing to \$500K+ in successful deal closures and accelerating sales pipelines.
- Designed polished PowerPoint presentations and property pitch decks that strengthened client negotiations and supported investor decision-making.
- Coordinated listings and communication between clients, brokers, and investors, ensuring seamless collaboration and supporting ongoing business growth.

## UNIVERSITY PROJECTS

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### AZIZA-X94

Product Design

Singapore, SG

Aug 2025 - Dec 2025

- Designed a futuristic wearable safety device concept for women, balancing self-defence functionality with a stylish, fashion-forward form.
- Conducted user research and concept exploration, producing 40+ sketches, behaviour maps, and interaction flows.
- Built and tested a physical prototype through iterative form studies, material exploration, and functional evaluation.
- Presented final poster and project outcomes at Nanyang Technological University (NTU), School of Art, Design and Media (ADM) end-of-semester exhibition to 100+ peers and faculty.

### Where All Selves Exist

Singapore, SG

Experimental A.I Film

Aug 2025 - Dec 2025

- Produced a 3-minute experimental AI film exploring identity, embodiment, and digital consciousness, showcased at NTU ADM's end-of-semester exhibition.
- Generated and refined 150+ AI compositions using Midjourney, Runway, and a Sora-style workflow to develop visual direction and scene continuity.
- Designed motion sequences, narrative pacing, and visual composition, contributing to a final film viewed by 100+ peers and faculty.
- Built a cohesive aesthetic through experimentation with AI texture generation, simulated camera movement, and colour theory.

### InterConnect Hub

Waterloo, ON

Digital Product Concept

April 2025 - July 2025

- Designed a holographic digital bulletin board concept to strengthen campus belonging and support student well-being.
- Conducted interviews and observational research with international students to understand key challenges and emotional needs.
- Conceptualized interactive features, including photo-sharing, student posts, event alerts, and access to campus resources.
- Developed system architecture, UI concepts, and interaction flows for a prototype aimed at improving engagement across campus.
- Presented the concept to faculty and received positive feedback on its potential impact on student well-being and community connection.

### Erin's Errands

Waterloo, ON

Game Development & Project Management

Jan 2025 - April 2025

- Served as Project Manager and Developer for a p5.js educational game focused on Sensory Processing Disorder (SPD).
- Led a 4-person team by managing timelines, task distribution, research, and playtesting sessions with 20+ users.
- Built core gameplay logic, narrative structure, and UI interactions to strengthen player engagement and storytelling impact.
- Co-developed the game's visual assets and art direction, ensuring consistency across UI and gameplay environments.
- Awarded Best Game in the course competition for impact, creativity, and storytelling.

## EXTRA CURRICULARS

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### NTU Entrepreneurship Society

Singapore, SG

Marketing Team Member

Aug 2025 – Dec 2025

- Participated in team-based design challenges to ideate a product concept and develop a go-to-market plan, including target audience, positioning, and how to sell it.
- Supported club marketing by brainstorming and creating/recording social content to promote events and networking sessions with NTU alumni and entrepreneurs.

### TEDxNTU

Singapore, SG

Event Volunteer

Sep 2025 – Oct 2025

- Supported event operations through venue setup, attendee coordination, and backstage logistics during TEDxNTU.
- Directed and managed crowd flow for 1,000+ attendees, ensuring smooth transitions between speakers and maintaining a seamless audience experience.

### Society for Ecological Restoration

Waterloo, ON

Team member

Sep 2023 – Present

- Participated in environmental restoration initiatives, including community cleanups, tree planting, and charity fundraising, while promoting sustainability within the university community

## ADDITIONAL

**Technical Skills:** Digital Marketing (Social Media Management, Content Creation, SEO Basics, Analytics), Canva, Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), UX/UI Design, Prototyping, Wireframing, Microsoft Office, Notion, Trello, AI Prompting (Midjourney, Sora, Suno, Runway), HTML, JS & CSS

**Soft skills:** Communication, Collaboration, Project Management, Leadership, Adaptability, Attention to Detail, Time Management, Critical Thinking, Problem-Solving.

**Languages:** Fluent in English, Urdu, Hindi

**Certifications:** HubSpot Content Marketing, HubSpot Inbound Marketing Certification, Google AI Essentials, Google Digital Marketing & E-commerce Certificate (In Progress), Agile Project Management with Microsoft Project (In Progress)