

# ROBERT SIMOES

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in robertsimoes

🐦 @RobertSimoes

## EDUCATION

**University of Western Ontario** - London, ON

May 2017 - *Bachelors of Medical Sciences*

*Academics:* 3.9 GPA, Dean's Honour (2014, 2015)

*Teamwork:* L'Oréal Brandstorm (2015), Nestlé case competition (2015)

*Leadership:* Western Management Club Consulting (Director, 2015)

## EXPERIENCE

**Campus Ambassador (User Growth), KahootsHQ**

London, ON — September 2015 - Present

- Identified target users on campus and executed digital marketing strategies, growing Western University community users over 418%
- Quantified and analyzed user marketing data, prioritizing user generating activities with high return on time investment
- Implemented Lean Start-up methods such as A/B testing to target niche users, quintupling number of projects available on campus portal

**Research Assistant, University of Western Ontario**

London, ON — September – December 2015

- Lead independent research project, producing novel data and knowledge for a tool in the field of Genetic Engineering
- Analyzed scientific publications for suitable test assumptions, saving 31 hours of screening time on a strict project timeline
- Performed analysis on findings and presented outcomes, informing 5 researchers of future biotechnology opportunities

**Assistant (Workshop Facilitator), Canadian Red Cross**

Cambridge — July – August 2015

- Redesigned and facilitated several MS PowerPoint workshops, educating over 840 community members in disaster safety
- Managed and developed relationships with external organizations, generating 15 new clients and 5+ leads for future assistants
- Performed basic analytics on statistical models with MS Excel, providing supervisors with actionable insights to improve shelter operations

## VOLUNTEER EXPERIENCE:

**Canadian Blood Services:**

August 2014

- Aided promotional efforts of Blood Services to entice new donors, increasing awareness to over 300 persons
- Reinforced brand messages with success, translating into 1 new donor for every 60 community members consulted

## TECHNICAL KNOWLEDGE

Proficient in the use of:

- MS Excel, Word, PowerPoint, Adobe Photoshop

Basic knowledge of:

- HTML, CSS, JavaScript, SQL, Ruby on Rails