

Humza Tareen

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SUMMARY OF QUALIFICATIONS

- Strong communication and interpersonal skills, with the ability to work effectively as part of a team and report findings and recommendations to stakeholders
- Proven ability to work independently and prioritise tasks, with strong attention to detail and the ability to meet tight deadlines during my time as a Fraud Risk Management Intern at TD Bank
- Strong understanding of market research and analysis, including the ability to identify target markets, gather and analyze data, and develop effective marketing strategies based on that data
- Proven Organizational skills with great attention to detail when dealing with client invoices, cash receipts, files at H.A.D.I Consulting
- Working knowledge in HTML, CSS, JavaScript, C#, .Net, Python, Visual Studio, Excel, Tableau

EDUCATION

Centennial College

Candidate for Artificial Intelligence and Software Engineering Technology

Toronto, ON

Sept 2022- Present

PROFESSIONAL EXPERIENCE

Marketing Manager

Toledo Foundation

Mississauga, ON

Mar 2022 – Present

- Developed and implemented marketing strategies to increase brand awareness and drive engagement with the foundation's programs and initiatives.
- Managed Toledo's social media presence, including creating and scheduling content, engaging with followers, and analyzing performance.
- Managing the foundations website, including updating content and analyzing traffic and engagement.
- Providing regular reports and updates on marketing efforts to executives.

Fraud Risk Analyst

TD Canada Trust

Toronto, ON

May 2021- Aug 2021

- Conducted fraud risk assessments with FRA managers in conjunction with business line managers/staff
- Responsible for planning yearly fraud risk assessments using risk-based approach and coordinating with businesses, meeting timelines to conduct FRA's
- Responsible for collecting and analyzing necessary data provided by businesses during assessment, to rate inherent risk based on impact, likelihood, and speed of onset
- Monitored and reviewed the effectiveness of controls to ensure they are effective in mitigating risks

Business Administrator

H.A.D.I Consulting

Mississauga, ON

Jan 2020 – Nov 2020

- Managing and maintaining company documents, including contracts, invoices, and reports.
- Attended to and resolved customer inquiries and complaints in a professional manner
- Handling bookkeeping tasks, including processing invoices, tracking expenses, and reconciling accounts
- Organized files, developed spreadsheets, faxed reports and scanned documents to bolster organizational workflow

Business Marketing Manager

McCann Scaping

Hamilton, ON

Feb 2016 – Aug 2019

- Developed and Implemented marketing strategies to increase brand awareness and increase sales for the company's landscaping services by 80%
- Managed email marketing campaigns to promote the companies' services and special offers.
- Collaborated with sales team to create and execute marketing campaigns.