

What I Do

- Determine tech requirements
- Refine product backlog in JIRA
- Analyze data with Python, SQL
- Communicate to all audiences
- Collaborate on designs
- Promote culture of deep work

Education

Systems Design Engineering

University of Waterloo 2020
Bachelor of Applied Science

TD Scholarship for Community Leadership

- Selected as 1 of 20 national recipients of award in 2013

Community

Board Member - Future Possibilities for Kids

- Guide long-term direction and represent Toronto charity that impacts 400 kids per year

Student Trustee - York Region School Board 2013

- Elected by student senate to voice issues of 120k students, co-founding CanYouth publication

Work Experience

Associate Product Manager Intern **AppDirect.** Montreal. May - Dec 2018
B2B seller platform. 600 employees. F500 clients. \$60M annual revenue.

- Release 2019 security product in 3 months before Windows threat detection updates put 70,000 telco end-users at risk, securing \$2M ARR
- Upgrade remote support chat experience from desktop app to web embed, responsible for wireframes, user stories and phased rollout

Product Manager Intern **Influitive.** Toronto. Sep 2016 - Dec 2017
B2B advocate hub. 100 employees. \$10M annual revenue.

- Conduct A/B experiment to learn if user-generated content on home page increases community discussion, leading to redesign of interface
- Develop scalable process for stakeholders to submit feature requests, vote on use cases, and help team leads prioritize sprints
- Analyze admin user workflows and write requirements for CSV export builder feature, enabling marketers to surface buried advocate insights

SQL Database Admin Intern **Rubicon Project.** San Francisco. Jan - Apr 2016
Open ad exchange \$MGNI. 600 employees. \$160M annual revenue.

- Increase capacity of on-premise file system by 63% over 4 months by migrating historical datasets to Amazon S3 and Glacier storage

Marketing Analyst Intern **Polar.** Toronto. Sep - Dec 2014
Native ads platform. 40 employees. Serves trusted news publishers.

- Help account managers prepare for quarterly business reviews. Query ad performance data, compute benchmarks, and offer recommendations

Projects

Pandemic Projects Waterloo. Sep 2019 - Jan 2021

- Prototype calendar assistant to promote deep work and digital wellbeing
- Study deeplearning.ai Natural Language Processing specialization
- Advise team of MSc students to summarize Amazon product reviews
- Write report 'Complex Systems & Electoral Swings in Province of Ontario'
- Write essay 'Democracy, Disinformation and Deep Fakes'