

# MEGHA BHATT

519 616 6825 ◇ [meghabhatt15@gmail.com](mailto:meghabhatt15@gmail.com) ◇ [www.megha.ca](http://www.megha.ca) ◇ [www.dollarbomb.ca](http://www.dollarbomb.ca)

Toronto, ON

## SUMMARY OF QUALIFICATIONS

---

- Strong writing, web development, and leadership skills developed through work experiences
- Excellent problem solving, time-management, interpersonal and analytical skills gained through various work and volunteer experiences
- Knowledgeable in SQL, Front End Development, and Chrome Extensions

## TECHNICAL PROFICIENCIES

---

- **Languages:** HTML, CSS, Javascript and L<sup>A</sup>T<sub>E</sub>X
- **Software:** Mode Analytics, Splunk

## EDUCATION

---

**University of Waterloo, Waterloo**

*October 2014*

**Bachelor of Arts**

English - Rhetoric and Professional Writing, Specialization in Digital Media Studies

Minor in Economics

## WORK EXPERIENCE

---

**Merchant App Experience Lead**

March 2018 - Present

*Shopify*

*Toronto, ON*

- Mentor the Merchant App Experience team to ensure smooth operational processes that improve merchants' experience on the Shopify App Store.
- Set goals, priorities, KPIs and strategic plans for the upcoming year with my team.
- Align with the leadership team on any changes that impact the team.
- Manage the operations of the app ecosystem, which consists of more than 600K dependencies.

**Founder**

November 2017 - Present

*Dollar Bomb*

*Toronto, ON*

- Own and operate a cosmetic brand that focuses on overall health of individuals.
- Setup all organizational operations, policies, and KPIs to maximize efficiency and reduce costs.
- Create products based on market research, trends and customer demands.
- Sell products in markets, online and also in wholesale to other vendors.

**App Support Advocate**

February 2016 - February 2018

*Shopify*

*Ottawa, ON*

- Implemented internal systems to reduce time and effort for multiple tasks by automation.
- Educated our internal merchant success teams about third party applications available on the Shopify App Store.
- Resolved issues regarding third party applications within the partners ecosystem including billing and security issues.

**Communications and Social Media Manager***Canadian Touring Car Championship*

Summer 2015

*Toronto, ON*

- Execute marketing and social media strategies for the upcoming race events to drive attendance and engagement growth.
- Create and publish creative content in a fast-pace and real-time environment during race events to ensure consistent brand experience.
- Track user engagement on social media outlets through various tools, monitoring the most and least effective digital strategies.
- Create and publish press releases after gathering information and assessing the race events.

**Research Programmer and Communications Assistant***The Games Institute*

January 2014 - April 2014

*Waterloo, ON*

- Marketed events using various print and digital communication materials for advertising, such as Illustrator, Photoshop and social media with an average increase in attendance by 50%
- Created content and updated the company's website using the Waterloo Content Management System.
- Ensured prompt delivery of web development needs using HTML, Buddypress and CSS.
- Designed graphics for advertisements and created game objects using Unity 3D, Photoshop and Blender.

**Library Clerk***University of Waterloo - Library*

September 2011 - November 2014

*Waterloo, ON*

- Provided effective technical, directional and research support to patrons using library resources, which decreased the wait times by 60%
- Ensured appropriate environment for students to study in by implementing library policies.

**Student Leadership Program Facilitator***UW - Organizational and Human Development*

May 2013 - April 2014

*Waterloo, ON*

- Facilitated workshops to help students develop their leadership skills in a passionate, creative and enthusiastic manner.
- Worked with a team of staff and students from across campus to organize workshops for students.

**Marketing Intern***Ten Thousand Villages*

May 2010 - August 2010

*New Hamburg, ON*

- Carried out extensive project-relevant research for marketing needs and enhanced the company's website.
- Updated information on the website on a daily basis and posted company-related information on social media.
- Increased online sales by 40% within 4 months.
- Composed short marketing and informative articles that were published on the website.

**VOLUNTEER EXPERIENCE**

---

- **Volunteer** at Operation Come Home (2016)
- **Online Volunteer** at United Nations (2014)
- **Reporter** at Imprint - University of Waterloo's Newspaper (2011-2014)
- **Tutor** for the English Conversation Program (2011)
- **Co-Chair** of the Women in Math Undergrad Committee (2011)
- **Orientation Leader** for the Math Orientation Committee (2010)