

# SHAHKIR ALKOZAI

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## EXPERIENCE

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### Lynx Canada

November 2019 – May 2020

VP of Information Technology

Toronto, ON

- Planned and led design of a fully interactive website with database integration in under 48 hours, bringing together high school students and employers to facilitate over 500 internships
- Implemented search engine optimization into the website which increased the number of users by 63%
- Integrated numerous UX features including cross-compatibility with LinkedIn for improved analytics and user convenience

### Ball-It

November 2017 – May 2019

VP of Sales

Toronto, ON

- Presented a NBA match-used basketball leather keychain product, resulting in a 40% increase in clientele and relations with Maple Leafs Sports & Entertainment Ltd. and NBATV
- Developed and continuously improved sales strategies to achieve over 350% above the company's projected sales goals 2 years in a row, all of which was donated to the MLSE Foundation
- Defined and coordinated a sales preparation program to maximize the sales team efficiency and multiply business sales objectives
- Composed and delivered a creative and effective sales pitch which led to a second place award in the Fedex Junior Business Competition Canada

## PROJECTS & EXTRA CURRICULARS

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### Junior Achievement Central Ontario

November 2019 – Present

Brand Ambassador

Toronto, ON

- Proposed new marketing strategies to improve program engagement on social media pages, subsequently increasing program participation substantially
- Hosted online workshops to appeal to youth on the importance and fundamentals of financial literacy

### Revyve - WristBank Smartband

June 2019 - Present

Co-founder and Head of Marketing

Toronto, ON

- Designed and assembled a full mechatronic product design of a portable charging smartband named the WristBank
- Coordinated supply chain of components by sourcing suitable manufacturing both locally and internationally and prepared design specification sheets, BOMs, RFQ's
- Got across to major social media influencers gaining an estimated outreach of over 15 million

### Leaside Lancebotics - VEX Robotics Team

September 2018 – June 2020

Head Scout & Sponsor Outreach Officer

Toronto, ON

- Maintained a clear calendar of outreach activities, including community events, workshops, appearances and other communication opportunities
- Rectified a social media and marketing strategy to effectively grow the team's outreach and attract over 20 sponsors in one season, helping the team place 58th in the VEX Worlds Robotics Championship

## SKILLS

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- Software & web programming languages such as Javascript, HTML and CSS
- Python web and data scraping
- Search Engine Optimization (SEO)
- Fluent in 6 languages: English, French, Pashto, Persian, Urdu, and Punjabi

## EDUCATION

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### Ryerson University

Expected December 2025

Business Technology Management-Bachelor of Commerce