

Education

Ph.D. - Marketing <i>York University, Toronto, ON</i>	2023-(2028) Cumulative G.P.A.: 8.5/9
Master of Science - Marketing & Consumer Studies <i>University of Guelph, Guelph, ON</i> Thesis Advisors: Drs. Juan Wang & Jing Wan	2021-2023 Cumulative G.P.A.: 3.95/4.00 Thesis Topic: Anthropomorphism and Multi-Functional Product Evaluation
Post Graduated Diploma - Big Data Analytics <i>Georgian College, Barrie, ON</i>	2020-2021 Cumulative grade: 92.2%
Bachelor of Commerce, Honours - Marketing <i>Carleton University, Ottawa, ON</i>	2016-2020 3 rd & 4 th year G.P.A.: 10.1/12

Experience: Academic

Research Assistant Dr. Juan Wang, University of Guelph – Virtual Assistants Project 06/2022-(08/2023)	<ul style="list-style-type: none"> Literature review of research context and experiment constructs such as anthropomorphism, virtual assistants, product positioning, and service failure. Experiment design Writing a manuscript for submission to an academic journal
Research Assistant Dr. Sean Lyons, University of Guelph – SOWCOOL Voice of 1000 Project 05/2022-(08/2023)	<ul style="list-style-type: none"> Conducting literature review on survey design, and current environmental sustainability initiatives Designing a survey to gauge the sentiments and beliefs of children aged 8-14 in Canada and the USA Writing a report on the environmental sentiments and beliefs of children aged 8-14, and a manuscript for submission to the <i>Journal of Sustainability Education</i>
Teaching Assistant Dr. Towhidul Islam, University of Guelph – MCS*3500 Marketing Analytics 09/2021-(04/2023)	<ul style="list-style-type: none"> Instructing two 1.5-hour labs per week consisting of 50+ students each Assisting students with data visualization, market response models, dimension reduction, and segmentation analysis in R using R studio Marking code and data analysis designed to simulate professional marketing analytics applications
Research Assistant Sprott Student’s Consulting Group – Dr. Kate Ruff 05/2021-07/2021	<ul style="list-style-type: none"> Conducted research into public and private grant application impact measurement and data mobility Evaluated the impact measurement capabilities of 20 industry leading grant management software packages Proposed new data sharing options including the use of APIs, and OData Led a team to develop recommendations for a not-for-profit organization

Publications and Research Features

<i>First Author:</i> Ongoing research with Drs. Juan Wang and Jing Wan. (2023)	“Evaluation of Multi-functional Products: The Effect of Anthropomorphism on Cognitive Strain”.
<i>Second Author:</i> Ongoing research with Dr. Sean Lyons in partnership with a Canadian Not-For-Profit through a MITACS grant. (2023)	“Environmental Citizenship Begins at Home”
<i>Fourth Author:</i> Ongoing research with Drs. Juan Wang and Jing Wan. (2023)	“Anthropomorphism and Virtual Conversation Agents’ Errors: Who’s to Blame?”

Experience: Industry

Marketing Officer

Sarepta Studio
Hamar, Norway
05/2023-(ongoing)

- Outreach with industry contacts like press, influencers, content creators and fans
- Creation of social media content, press releases and newsletters
- Strategic planning and data analysis for social media and digital ads

Researcher

Fondation Michaëlle Jean
Foundation – Youth
Entrepreneurship Ecosystem
Ottawa, ON

07/2021-09/2021

- Completed over 50 interviews with contacts from youth entrepreneur serving organizations and youth entrepreneurs in the city of Ottawa
- Coded the major themes into barriers, gaps, limitations, and forms of effective support using NVivo
- Planned and managed two focus groups and an ecosystem roundtable involving all major stakeholders
- Provided informed, and detailed recommendations for the creation of a new program/initiative

Team Leader

Georgian College Major
Research Project – SAIRYŌ
Ottawa, ON
10/2020-04/2021

- Designed and developed a Content Recommendations Engine for a new music livestreaming service
- Managed an internal team of 4 people while communicating with 2 superior officers and coordinating with the external client project team
- Integrating within Amazon Web Services utilizing S3 databases & Personalize

Marketing Specialist

JONY Recording and
Production Studios
Waterloo, ON
07/2020-12/2020

- Performed content marketing including blog writing, podcast creation
- Audio Engineering and Production of podcasts, audiobooks, and music
- International community and client outreach resulting in the acquisition of 4 long-term clients and/or industry allies

Team Leader

Sprott Student's Consulting
Group – Ottawa Symphony
Orchestra
Ottawa, ON
05/2020-09/2020

- Effectively managed a remote team of 6 students and worked closely with the OSO General Manager culminating in a 15-page report and presentation to the OSO Board of Directors
- Completed relevant audience and competitor peer-reviewed research
- Designed a digital sponsorship strategy to quickly adapt to the COVID-19 Crisis and appeal to younger audiences

Marketing Assistant

Bella Coola Heli Sports
Whistler, BC

05/2019-08/2019

- Conducted marketing research to update relevant customer targeting and clustering
- Targeted email marketing campaigns including custom made media which resulted in a ~30% click through rate
- Website design for Search Engine Optimization leading to several new pages reaching the first page of a generic keyword remote V.P.N. Google search
- Graphic design of public brochures and information booklets for use in customer lodgings and local tourist hotspots

Marketing Intern

New Moon Ideas Co.
Waterloo, ON

05/2017-08/2017

- Completed marketing research to track user engagement and general health of a client run online community
- Created a database of potential local clients, allies, and competitors consisting of over 100 entries
- Branded social media copywriting for the company Instagram and Blog

Skills

- Experimental design, survey design, data analysis, academic writing, and presentation
- Marketing and industry research using secondary data, peer-reviewed journal articles and interview or focus group data

Tools

- Qualtrics, Alchemer, Survey Monkey & Google Forms
- Google Scholar, Bloomberg Terminal, Business Source Complete, Factiva, NVivo
- R, Python, Excel, C#, SQL, PowerBI, Hadoop, M. Azure, SAS, SPSS, & MongoDB

- Storing, cleaning, analyzing and visualizing data using quantitative and Natural Language Processing techniques
- Project management, communication and creative problem solving
- Graphic design, audio production, blogging, podcast creation, and other content marketing techniques
- Microsoft Teams, Zoom, Cisco Webex, Trello, Hubspot, & Microsoft Project
- Squarespace, Salesforce, Wix, Wordpress, the Adobe Creative Suite, Ableton Live 10, Logic Pro X

Awards & Honours

Ontario Graduate Scholarship	\$15,000, Sept 2023
Gordon S. Lang School of Business and Economics The Milad Ghasemi Ariani Graduate Teaching Assistant Award of Excellence	\$500, Sept, 2023
Gordon S. Lang School of Business and Economics Distinguish Scholar Medal	Masters Recipient, May, 2023
Gordon S. Lang School of Business and Economics, 2022 MCS Graduate Research Presentation Award	Finalist, 04/2022
Dean's List, Georgian College	Winter 2021
Dean's List, Georgian College	Fall 2020
Deans' Honour List, Carleton University	2020
Dean's Honour List, Carleton University	2019
Gordon Robertson Scholarship, Carleton University	\$2000, 2019
Fondation Michaëlle Jean Foundation Bonus	\$1,500, 09/2021

Other Credentials

SAS Enterprise Miner 15.1	Training certificate, 04/2021
Qualitative Research Design, Carleton University Crisis Management and Recovery	Special Student 01/2021-04/2021, G.P.A.: 11/12 Certificate of Completion, 05/2020-06/2020
National Lifeguarding Service	Qualified: 2013-2017

Language

[Common European Framework of Reference for Languages](#)

	Listening	Reading	Spoken Interaction	Spoken Production	Writing
English	Native language				
French	B2	B2	B2	B1	B2
Spanish	A1	B1	A1	A2	A2

Areas of Research Interests

- Consumer Co-Creation and Entrepreneurship
- Consumer Culture Theory
- Contentious Consumption
- Consumer Tribes
- Prosocial Behaviour
- Narrative Branding

Highlights of Current Research Activities

My research is focused on consumer-brand relationships, and youth engagement with entrepreneurship and environmental sustainability. For my MSc thesis, I am investigating the impact of anthropomorphism on consumer evaluation of multi-functional products using experimental design and online surveys. I am also engaged with two

research projects guided by Drs. Juan Wang & Jing Wan and Associate Dean Dr. Sean Lyons at the University of Guelph. In the future I intend to extend this research to include co-creation, brand and community engagement, and prosocial behaviour. This research has implications for brand managers in various industries including, but not limited to, durable product innovation, food innovation, and Not-For-Profit organizations.

Conference Participation

Accepted Working Paper: “Evaluation of Multi-Functional Products: The Effect of Anthropomorphism on Cognitive Strain” with Drs. Jing Wan & Juan Wang. Association for Consumer Research Conference, (Oct. 2023)

Delegate from the Gordon S. Lang School of Business and Economics. Smart Training Platform, First Annual Healthy Cities Conference, Nov. 2022

“SAIRYŌ Content Recommendations Engine Major Research Project” with Mehulkumar Bhatt and Shrijan Karki, Georgian College RISE Conference 2021, April 2021

Graduate Courses

MCS 6000	Consumption Behaviour Theory I <i>University of Guelph, Guelph, ON</i>	Fall 2021, Instructor: Dr. Juan Wang Course Mark: 90%
UNIV 6900	ST: Healthy Cities <i>University of Guelph, Guelph, ON</i>	Fall 2022, Instructor: Dr. David Ma Course Mark: 95%
MKRT 705	Precision Retailing <i>McGill University, Montreal, QC</i>	Winter 2022, Instructors: Drs. Laurette Dubé, Lisiane Bizzaro Aruja, & Tirtha Dhar Course Mark: 82%
BUSI 5983	Qualitative Research Design <i>Carleton University, Ottawa, ON</i>	Winter 2021, Instructor: Dr. Leighann Nielson Course Mark: A (85-89%)
MCS 6050	Research Methods <i>University of Guelph, Guelph, Ontario</i>	Fall 2021, Instructor: Dr. Tirtha Dhar Course Mark: 90%
MCS 6100	Marketing Strategy <i>University of Guelph, Guelph, ON</i>	Fall 2021, Instructor: Dr. Tanya Mark Course Mark: 90%
MCS 2010	Consumption Behaviour Theory II <i>University of Guelph, Guelph, ON</i>	Winter 2022, Instructor: Dr. Searom Lee Course Mark: 89%
MCS 6060	Multivariate Research Methods <i>University of Guelph, Guelph, ON</i>	Winter 2022, Instructor: Dr. Amirali Kani Course Mark: 99%
SOC 6520	Social Movements <i>University of Guelph, Guelph, ON</i>	Fall 2022, Instructor: Dr. Lisa Kowalchuk AUD.
BDAT 1008	Social Data Mining <i>Georgian College, Barrie, ON</i>	Winter 2021, Instructor: Rick Lambroff Course Mark: 100%

Relevant Undergraduate Courses

BUSI 4209	Consumer Culture Theory <i>Carleton University, Ottawa, ON</i>	Winter 2020, Dmitri Bakker Performance: A (85-89%)
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Volunteer and Community Involvement

**University of Guelph
Wellness Program Facilitator**
*University of Guelph, Guelph,
ON*
09/2022-12/2022

- Facilitated weekly collaborative storytelling sessions with 5 undergraduate students including wellness check-ins, check-outs, and narrative transposition
- Completed basic wellness and conflict resolution training
- Assisted students in developing storytelling skills and expanded the University of Guelph storytelling community

**Art Gallery Administrative
Volunteer**
Silence Sounds, Guelph, ON
09/2021-04/2022

- Volunteered at regular music concerts and visual art expositions to help set-up takedown, and client management
- Brainstormed new program and social media ideas with organizers and leaders

**Collaborative Storytelling
Workshop Coordinator**
Round Table, Guelph, ON
09/2021-(ongoing)

- Co-organized collaborative storytelling sessions with participants aged 17-45
- Conducted engagement activities and recorded storytelling progress
- Participated in a special event sponsored by The Round Table Guelph

**Local Creative Arts Session
Leader**
Waterloo, ON
06/2021-(ongoing)

- Led bi-weekly creative arts sessions with youth from around Kitchener-Waterloo
 - Taught media production skills using the Adobe Creative Suite and Ableton Live
 - Built community relationships with venues and artists to showcase youth art
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