

EDUCATION & RESEARCH

YORK UNIVERSITY- Schulich School of Business, Toronto ON September 2023 – August 2028(Expected)
Doctor of Philosophy in Business Administration, Marketing Specialization

CONSUMERS' EMOTIONAL AND BEHAVIOURAL RESPONSES TO COVID-19 IN CANADA January 2021 – August 2022
Research Paper (Thesis) - Master of Science in Management Practice, York University

YORK UNIVERSITY- Faculty of Graduate Studies, Toronto, ON September 2021 – September 2022
Master of Science in Management Practice, Marketing Stream

IBM DATA SCIENCE PROFESSIONAL CERTIFICATE - coursera.org February 2020 – May 2020
9-Course Online Certificate <https://coursera.org/share/18e30b89b95963e595fd646cf206eb61>

MCGILL UNIVERSITY- Desautels Faculty of Management, Montreal, QC September 2013 – December 2017
Bachelor of Commerce, Major in Finance, Concentration in Mathematics

WORK EXPERIENCE

YORK UNIVERSITY, Toronto, ON | Consumer Behaviour Teaching Assistant September 2022 – December 2022

- Graded assignments and exams throughout the semester and kept record of all grades on Excel.
- Aided in establishing grading standards and structure.
- Provided detailed feedback to students on assignments and exams.

MORNEAU SHEPELL, Montreal, QC | Business Analyst - Implementation March 2020 – November 2021

- Collected and synthesized client needs for the implementation of the company's pension administration software suite.
- Documented business and operational needs as part of installation with workflow automation.
- Analyzed business processes and linked them within different systems (e.g., financial, pension plans, documenting, etc.).
- Participated in the creation and review of new solutions with solution architects, functional experts and development team.
- Identified problems within the software using data modeling techniques such as ER Diagrams.
- Participated in the creation or redesign of reports and communications supporting processes and procedures.
- Analyzed SQL queries to allow for performance enhancements and build reports.
- Updated configuration of applications based on business requirements and resolved time-sensitive configuration issues.
- Engaged in & scheduled demos with different clients regarding any new implementation of the Ariel EAS software.

GOLI NUTRITION, Montreal, QC | Project Coordinator & Operations Analyst November 2018 – November 2019

- Lead projects with various third-party suppliers for the acquisition of packaging or branding elements.
- Coordinated and supported large-scale projects with partners such as delivery services, logistics, and fulfillment centers.
- Estimated costs of acquisition and assembly of various products to accordingly develop and manage budget.
- Processed and analyzed chargeback data on a daily basis; communicated with risk third parties for progress reports.
- Configured Shopify as a CRM platform for Goli Nutrition.
- Handled communications and negotiations with fulfillment centers to create and keep track of special orders.
- Reconciled all invoices received by the company; presented summary of results afterwards.
- Monitored calls between customer service agents and clients to ensure maximum quality and create optimal solutions.
- Assembled and presented Tableau & Excel reports as needed.

MARCUS EVANS, Montreal, QC | Corporate Sales Executive May 2018 – August 2018

- Researched and identified the appropriate prospect clients for each event's target audience.
- Contacted, negotiated and closed senior level decision makers globally.
- Planned personal sales activities and customer contact in pursuit of sales targets.
- Forecasted budgets and revenues based on past years to establish quarterly objectives.

AMERICAN INTERNATIONAL SCHOOL OF JEDDAH, Jeddah, K.S.A | Substitute Teacher December 2017 – April 2018

- Taught multiple classes of Mathematics and English at the Middle School and High School levels.
- Assisted with university applications and other paperwork at the High School counselor's office.

- Derived methods to facilitate High School students' learning experiences of Geometry, Linear Algebra and Calculus.

MCGILL UNIVERSITY, Montreal, QC | *Operations Research Teaching Assistant* September 2017 – December 2017

- Graded all assignments and exams for the semester and kept record of all grades on Excel.
- Spent time with the professor proofreading all of the students' midterm and final exams.
- Kept record of all grades throughout the semester on Excel.
- Offered tutoring services to students having trouble with the course material.

LEADERSHIP

COMMON THREADS, Montreal, QC | *Volunteer* January 2020 – Present

- Attended (in person & online) welcome sessions to introduce asylum seekers to the Quebec community and its resources.
- Research and educate myself on all the information that could help asylum seekers adapt and answer their questions.
- Collaborated with Médecins Sans Frontières and PRAIDA to develop the volunteer-run sessions.
- Cooperated in periodically organized scrums to discuss different ways of helping out all newcomers to Quebec.

MCGILL INTERNATIONAL BUDDY PROGRAM, Montreal, QC | *Volunteer* May 2015 – May 2016

- Helped new students by showing them around, answering questions in meetings or emails, and dealing with difficulties.
- Attended international students' events to foster networking among other international McGill students.
- Offered one-on-one meetings to practice speaking in English with international students who required any assistance.

SKILLS & INTERESTS

LANGUAGES: English, Arabic, French, Spanish (beginner).

TECHNICAL SKILLS: SPSS, Qualtrics, R-coding, SQL, Tableau, MATLAB; Microsoft Excel, Microsoft Visual Studio.

INTERESTS: Sculpting, painting, sketching.