

Experience

Tinybox Systems - Product & Growth

May 2025 - September 2025

I drive product design, brand identity, and growth strategy for a cleantech modular housing startup in Toronto. I redesigned the company website with improved user flows and content hierarchy, increasing lead conversions and improving product navigation. I developed a full brand identity system that positioned TinyBox as a category leader in sustainable housing. On the marketing side, I produced 3D renders, case studies, and customer storytelling campaigns that fueled over \$500K in sales within 12 weeks and expanded a 5,000+ customer waitlist. In addition, I lead sales calls, design product catalogs, and create collateral that bridges design innovation with revenue growth.

University of Waterloo Registrars Office - Marketing Content Editor

January 2025 - May 2025

Continued on part-time.

University of Waterloo Registrars Office - Marketing Content Creator

September 2024 - December 2024

Developed and executed content strategies to target over 100,000 prospective students, driving an 18% increase in social media presence. Contributed to high-impact projects, including the viral video "Reasons to Study in Canada," which garnered 5 million views. Managed social media campaigns and events to promote the university, boosting brand awareness and engagement.

GBDA Society - Director of Content Development

January 2025 - May 2025

Lead content strategy, creative direction, and global brand storytelling for the GBDA Society. Oversee the full content lifecycle, ensuring alignment with strategic objectives and refining the brand identity for both digital and print. Manage international-facing communication efforts, curating and optimizing content for multichannel distribution to increase global engagement.

GBDA Society - Social Media Lead

May 2024 - August 2024

Created and implemented social media campaigns to increase the society's online presence. Curated engaging content, managed social media platforms, and fostered community interaction. Coordinated online events and worked on digital marketing strategies to drive student engagement and enhance brand visibility.

Education

University of Waterloo

Global Business and Digital Arts 3.8 GPA

Waterloo, Ontario

2022 - Present

Tools & Skills

Design & Development Product Design, User Experience (UX), Interaction Design, Prototyping, Webflow, HTML, CSS & SASS, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Office365 Figma, Graphic Design and Miro.

Marketing & Strategy Brand Strategy, Marketing, Content Strategy, Social Media Creation, Digital Storytelling, Cross-Functional Collaboration, Content Management Systems (CMS), User Testing.

Research & Analysis User Testing, Competitive Analysis, Information Architecture, Journey Mapping, Data-Driven Experimentation.

Awards

University of Waterloo

President's Scholarship

Waterloo, Ontario

2022