

# Zakaria Khodr

Business & User-Experience Student

289-339-3200– [Khodrzaky@gmail.com](mailto:Khodrzaky@gmail.com)

## QUALIFICATION SUMMARY

Experience working in a fast-paced result oriented environment, working with multiple design and project management tools, and adapting to a change in tools. Passionate about innovation and driving business growth through automation and strategic campaigns. Passionate and experienced in taking lead on multiple projects at a time, while meeting tight deadlines and preparing reports along the way. Able to quickly develop an understanding of processes and procedures to identify opportunities for improvement. Experienced in learning and utilizing new technologies and harnessing them for agile marketing.

## KEY SKILLS

- |                       |                         |                        |
|-----------------------|-------------------------|------------------------|
| ✓ Leadership Skills   | ✓ Operations Management | ✓ Team Builder         |
| ✓ Strategic Planning  | ✓ Data Analytics        | ✓ Business Planning    |
| ✓ Process Improvement | ✓ Consumer Insights     | ✓ Business Development |

## RELEVANT PROFESSIONAL EXPERIENCE

**Research Assistant** 2022-2022  
McMaster University Hamilton, On

- Assisted in experiments and data analysis while working alongside project lead in ensuring that requirements are met.
- Conducted preliminary analysis and summaries of data and had to move data from Excel to Google Spreadsheets.
- Obtained data and information from databases that were used within scientific papers, reports, and presentations.
- Prepared tables and written reports summarizing research results.

**Marketing Operations Representative** 2021-2022  
Wilfrid Laurier University Waterloo, On

- Continuously developed, improved, and analyzed agile marketing process and ensured team was aware of the continuous changes.
- Worked collaboratively across various teams including project partners, leadership, and social teams to improve agile marketing process.
- Devised, developed, and monitored processes to boost both short and long-term business success through agile marketing.
- Developed operational metrics and automation to monitor and improve data effectiveness, quality and flow to display the next steps to be taken to improve upcoming marketing campaigns.

**Marketing Coordinator** 2017-2017  
The Beanstalk Project Hamilton, On

- Worked alongside team leader in the planning, evaluating, analyzing, and optimizing of marketing campaigns to ensure it aligns within the project requirements.
- Took initiative and leadership through developing excellent relationships with strategic partners internally and externally that were crucial to campaign success and drove business transformation around campaigns.
- Used project management tools such as Smartsheet to manage key deliverables and to keep track of all the moving parts within a project.
- Maintained and grew contact with stakeholders within marketing campaigns in order to coordinate resources and provide project alignment.

**Founder** 2015 – 2021  
Dealsnatchers Hamilton, On

- Analyzed and strategized business goals, budgets, and resources that resulted in business growth and improvement.
- Recognized improvement opportunities across the user journey and used a customer-service mindset to tackle these brand-specific issues, which included rebranding, and new packaging and drove business growth and transformation.
- Juggled multiple marketing campaigns at once within a fast-paced business environment that resulted in continuous improvement within the business.
- Had to adapt to a constantly changing market which also required a change in business tools used, such as updating stakeholder analysis, which was used to improve product delivery.

## EDUCATION

**Bachelor of Business & Design, User Experience Design**

2024

Wilfrid Laurier University

Waterloo, On

- 3.90/4.00 GPA.
- A member of the research team and community outreach team.