

SUMMARY

- Business analyst with experience in requirements gathering and documentation for enterprise-wide projects
- Strong analytical skills and ability to organize information in a clear and comprehensible format
- Industry experience in front-end development (HTML/CSS), information architecture, and search engine optimization

WORK EXPERIENCE

Business Analyst Sept. 2011 - Present
TD Bank, Toronto, Ontario

- Support the continued enhancement of the TD Intranet by working closely with business partners to translate business needs into detailed requirements, and managing requirements throughout the system development life cycle to ensure delivery of business value
- Support the adoption of IBM Connections as a tool for improved collaboration and efficiencies across the enterprise

Web Architect and SEO Specialist Jun. 2010 - Aug. 2010
Apption Corporation, Ottawa, Ontario

- Drove the restructuring of Apption's corporate website, improving its information architecture and user experience
- Conducted in-depth keyword research and managed the creation of keyword targeted content for the website
- Optimized on-site elements and content to increase rankings in major search engines (#1 ranking for 5 targeted keyword phrases)

Web Marketing Specialist Sept. 2009 - Dec. 2009
Apption Corporation, Ottawa, Ontario

- Directed the redesign of the Gazaro online press kit and implemented using HTML and CSS
- Implemented a new web design for Apption's corporate website in Squarespace CMS
- Managed web marketing campaigns to increase subscribers (1200+ new accounts and 4000+ page views generated over two weeks)
- Generated rich blog content driving a 150% increase in unique visitors

VOLUNTEER WORK

Bikes for Tykes Team Leader Jun. 2013
Toronto, Ontario

- Recruited and led a team of 7 in fundraising activities and a 4 hour stationary bike ride raising over \$1200 for the SickKids Centre for Research and Learning

Coffee House Volunteer Jun. 2010 - Aug. 2010
Capital City Mission, Ottawa, Ontario

- Engaged in conversations with attendees from low income or underprivileged backgrounds at weekly casual coffee house meetings

EDUCATION

University of Toronto School of Continuing Studies, Toronto, May 2013 - Present
ON
Certificate in Business Analysis (In progress)

University of Waterloo, Waterloo, ON 2006 - 2011
Bachelor of Applied Science, Honours Systems Design Engineering