

# Hamna Riaz

Dean's List Scholar | University of Toronto

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## Professional Summary

Organized professional with extensive experience and competency in areas such as data and risk analysis, business strategy and development, marketing, and copywriting. Demonstrate strong project management as well as exceptional leadership and communication abilities. Expertise also includes UX/UI design, public speaking, and research.

## EDUCATION

### Bachelor of Arts | Digital Enterprise Management (GPA 3.8)

UNIVERSITY OF TORONTO | SEPT 2019 – APRIL 2023

## PROFESSIONAL EXPERIENCE

### Senior Mentor | ICCIT Student Mentorship Program

UNIVERSITY OF TORONTO | APRIL 2022 - PRESENT

Becoming the first point of contact for the Student Mentors in the ISMP program:

- Successfully Designed and implemented training modules, logistics and resources for a team of over 80 members, improving efficiency and communication, leading to a 95% increase in productivity and mentor independence.
- Communicated internally and externally organizations to establish partnerships to increase opportunities, including a new ISMP newsletter, thereby increasing the community value of the ISMP program

### Vice President | Student Social Club

UNIVERSITY OF TORONTO | APRIL 2022 - PRESENT

Working alongside the President to oversee and conduct all affairs for the largest student club at the University:

- Set up the team hiring process and coordinated 50+ member team trainings and meetings, which resulted in a smooth team transition and a 70% increase in team productivity compared to previous years.
- Created and evaluated candidates for each role using specific criteria, assessed and amended the team constitution, and assisted the President and team secretary with administrative duties to ensure fair recruitment of 50+ members that align with the yearly goals.
- Schedule, host, and facilitate large team meetings and events managed by a custom team Notion page to look over past progress, areas to grow, and future plans to facilitate ease of communication, resulting in an aligned and motivated team, reduced event planning conflict, and increased marketing quality which led to the highest average turnout in 5 years, an increase of approx. 400%

### Research Assistant – Institute of Communication, Culture, Information and Technology

UNIVERSITY OF TORONTO | JAN 2022 - PRESENT

Providing research, operational and administrative support under Dr. Negin Dahya:

- Provided ongoing support to senior research staff, including article reviews, scoping reviews, data analysis, and administrative work, single handily improving efficiency by 60%

### Student Mentor - Institute of Communication, Culture, Information and Technology

UNIVERSITY OF TORONTO | AUG 2021 – APRIL 2022

Becoming the first point of contact for first and second year ICCIT students:

- Provided guidance to group of 5 Second-Year student mentees to ease their transition into the program by hosting monthly group and one-on-one sessions on Academic, Professional, and Personal growth areas such as LinkedIn profiles, relationships with Professors, and time management.
- Created lesson plans and accompanying resources for nine monthly sessions, allowing mentees to focus on the areas they need most, and helped mentees identify their strengths and plan their careers.

## **Marketing Director | The Hive**

*THE HIVE | JULY 2021 – JULY 2022*

Create and manage social media accounts and marketing campaigns for non-profit, startup career accelerator program:

- Designed and created a comprehensive social media strategy and content for all platforms, increasing brand awareness and acceptance by 100%, after conducting a demographic analysis to understand areas of growth.
- Created a comprehensive social media strategy, generating an advertising budget and frequency to increase engagement, which resulted in a 200% increase in members in the Telegram channel and Instagram page.
- Beyond the Marketing role, managed event details, collected and analyzed data, coordinated with speakers, and interacted with various stakeholders, ensuring successful planning and execution of events.

## **Communications Managers Volunteer | Children of Hope**

*CHILDREN OF HOPE | JUNE 2019 – JAN 2022*

Spearhead communication activities for a Federally Registered Charity that focuses on providing education for Orphaned, Destitute, and Special Needs Children worldwide:

- Managed weekly, monthly, and annual communications with stakeholders, including donors, schools, and Board of Directors, which allowed smooth transactions and exchange of resources and information.
- Organized and lead fundraising and promotional events, deciding activities and raising brand awareness to generate over \$1000 per event and 15% increase in Website click rate.

## **PROJECTS**

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### **Researcher and Risk Analyst | Impact of AI Laws in Developing Countries. NASA Lunar Gateway Risk Analysis**

*UNIVERSITY OF TORONTO | JAN 2023 - PRESENT,*

- Conducting primary and secondary research to support two projects: understand the current frameworks surrounding AI in developing countries and the impact they have on domestic business, and risk mitigation for the Lunar Gateway Project

### **Designer and Researcher | LIOHAN Blog Page**

*LIOHAN | JAN 2023 - PRESENT,*

- Conducting UI research based on child development and child-parent relations to support application upgrades. Tasked to launch a 'Blog' section by creating low fidelity wireframes to send to the technical team before batch writing relevant articles to enrich the website and increase SEO ranking.

### **UX Researcher, Developer, and Designer | SaveFiona and Breasties**

*UNIVERSITY OF TORONTO | JAN 2022 - APRIL 2022 and SEPT 2022 - DEC 2022*

- Designed and programmed a three-level Android game using AndroidStudio before then, conducting UI research and design to share with the technical team in order to create an interactive, user-centered, Android application using Java to provide support to Breast Cancer patients.

### **UX Researcher and Presenter | PetLife**

*UNIVERSITY OF TORONTO | JAN 2022 - APRIL 2022,*

- The solo winner of a group based "Dragons Den" competition, pitching a startup idea to small business owners in Ontario, which resulted in an off-campus investment and development offer

### **Researcher, Marketing Strategist, and Presenter | Pur & Simple**

*UNIVERSITY OF TORONTO | JAN 2022 - APRIL 2022*

- Analyzed the current marketing strategies for Pur&Simple, identify gaps, and presented the areas of improvement while creating a new detailed marketing strategy including Social Media, Email Marketing, and SEO.