

# ALEXANDER ELIAS

Market Analysis | Operational Analytics | Python

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## Skills

Python (Data Analysis, Automation, API's) • Conversion Rate Optimization (CRO) • KPI & Performance Analysis • Data Visualization • Content Creation • Meta Ads Optimization • Brand Marketing • Market Analysis • Hootsuite Proficiency • HTML/CSS/JavaScript • Social Media Management.

## Professional Summary

Results-oriented marketing professional with experience in Python, KPI tracking, and Digital Marketing. Seeking a role where I can apply my skills to improve project performance and drive measurable ROI, while developing my expertise in project management.

## Work Experience

**Founder** | Parfums de Elias | August 2024 – Present

- Founded a premium fragrance brand, overseeing product development, sourcing, and pricing.
- Negotiated pricing with suppliers, reducing production costs by 18%, while maintaining overall raw material quality.
- Implemented CRM-driven retention strategies that increased repeat-purchase rate by 33%.

**Marketing Intern** | CONNEXIO GROUP | April 2025 – September 2025

- Managed multi-platform social media content using Hootsuite, boosting post engagement by an average of 34%.
- Created a digital content ecosystem, generating over 1.2M impressions organically and through paid media.
- Coordinated partnerships with 19 student associations and micro-influencers across Europe.

**Operations Manager** | Canadian Lumberjack | May 2023 – August 2024

- Increased online inquiries by 142% within 4 months through targeted ad campaigns and optimized landing pages.
- Optimized a \$60,000 marketing budget, reducing cost-per-lead by 23%.
- Built a Python-based analysis tool to automate lead tracking and campaign performance monitoring which enabled faster operational decisions.

**Research Assistant** | Toronto Metropolitan University | September 2022 – December 2022

- Conducted quantitative and qualitative data analysis for faculty-led studies on global business trends and consumer behavior.
- Authored 3 research summaries and assisted in drafting a peer-reviewed academic paper.
- Produced reports and presentations, summarizing data into evidence-based conclusions.

## Projects & Leadership

**Automated Video Generator** | December 2025– Present

- Designed and deployed a Python automation pipeline that generates, quality-scores, and publishes videos daily by utilizing AI, text-to-video tools, and the YouTube Data API.
- Implemented an AI quality control loop using transcript analysis and AI scoring to regenerate content until engagement thresholds were met, with full logging of prompts, retries, quality scores, and upload metadata for performance monitoring and optimization.

**Capstone Project** | September 2024 – December 2024

- Acted as CEO for a 5-person executive team in a corporate simulation for a Canadian brand expanding into Europe, leading strategy, finance, marketing, and operational decisions.
- Developed financial projections, cost structures, and pricing models that outperformed competing teams by 42%.
- Conducted a full strategic analysis using PESTEL, SWOT, VRIN, and Porter's Five Forces, identifying key competitive risks and opportunities.

## Education

**BComm (Hons)** | Global Management | Toronto Metropolitan University | 2021 – 2025

**Academic Exchange** | International Business | Institut Químic de Sarrià | 2025

## Languages

**English**: Native | **Spanish**: B2 | **Italian**: A1 | **French**: A1