

Arhum Aziz

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EDUCATION

University of Waterloo

September 2023 – April 2028

Bachelor of Environmental Sciences, Geography, Specialization in Aviation

Waterloo, ON

Relevant Courses: Stat. for Environmental Research II, GIS II, Computer Science II, AVIA 100, Geodesy & Surveying

PROFESSIONAL EXPERIENCE

Marketing Coordinator

June 2026 – August 2026

Elegant Closets

Ajax, ON

- Restructured a fragmented CRM spanning **2,000+ customer records**, standardizing fields and applying **segmentation tagging** to sharpen campaign targeting and strengthen sales tracking.
- Rebuilt website copy and service pages around **SEO-driven keyword and content planning**, lifting organic website traffic by **40%**.
- Developed a structured outreach plan of follow-ups, promotional emails, and lead communications, cutting average response time by **35%** and improving appointment conversions.

Technical Analyst

January 2025 – August 2025

Region of Peel

Brampton, ON

- Led development of **2 internal GIS applications** using **Survey123 Connect** and **ArcGIS**, replacing manual paper forms with guided digital entry and cutting processing time by **60%**.
- Planned and executed the migration of **1,000+ backflow records** into a **centralized geodatabase**, enabling efficient spatial queries and streamlined asset-management planning.
- Analyzed contractor pricing across **50+ vendor entries**, producing stakeholder dashboards and **10+ SOP templates** that improved reporting and cross-team planning coordination.

Founder

July 2022 – January 2023

TechTurbo

Pickering, ON

- Founded a technology consulting firm, securing a **\$3,000 grant** and standing out among **2,000+ applicants** recognized by the Business Advisory Centre Durham.
- Designed and delivered custom system builds, hardware configurations, and network solutions tailored to client needs, boosting system performance by up to **40%**.
- Directed SEO, social media, and digital marketing strategy, planning targeted content and campaigns that lifted client engagement by **80%** and strengthened the company's online presence.

PROJECTS

Infrastructure Spatial Planning Project | GIS, Geodesy & Survey Design

November 2025 – December 2025

- Designed a multi-method survey and spatial planning proposal for the **WRHN Hospital**, integrating a **closed traverse, total station radial survey**, and **dGPS** to establish reliable ground control.
- Produced layered GIS deliverables (**planimetric, contour, orthophoto**) and spatial analyses to evaluate access routes, surrounding infrastructure, and site constraints for the development plan.
- Developed survey control specifications and **positional tolerance requirements** to support accurate mapping and long-term infrastructure planning for the hospital development site.

Memories & Extinction | Roblox Studio, Lua

May 2023 – June 2023

- Led full-stack development in **Roblox Studio**, building over **100 models and UI elements** and implementing a points system that lifted engagement by **35%**.
- Optimized **Lua** scripts by reducing repeated calculations and applying efficient data lookups, improving frame stability and performance in large scenes.
- Planned and ran iterative QA and user-feedback cycles to prioritize fixes, shipping stable weekly updates on a consistent release schedule.

SKILLS

Languages: Python, R, SQL, Java, Lua, HTML/CSS

Libraries/Frameworks: ArcGIS, QGIS, ModelBuilder, FieldMaps, FME, PostgreSQL, Microsoft 365, Power BI, Canva