

# MICHAEL TOBIS

## CONTACT INFORMATION

### EDUCATION

#### Wilfrid Laurier University | 2015 - 2019

Bachelor of Business Administration with Co-op Option

### ADDITIONAL LEARNING

#### Harvard University - Online Learning

CS50W - Web Programming with Python & JavaScript | November 2020

CS50 - Introduction to Computer Science | August 2020

### WORK EXPERIENCE

#### Marketing Coordinator

HomeEquity Bank | May 2020 - February 2021

- Monitor and analyze social media metrics to determine post effectiveness. Developed a dashboard on Looker to display social performance for the marketing team to identify trends in top posts.
- Developed a Python application to automatically pull data from the company's Facebook page and store it in a MySQL server. The data was used to analyze social media marketing effectiveness. You can find the code [here](#).
- Work in partnership with organizations representing older Canadians such as the Baycrest Foundation and The Royal Canadian Legion to execute joint marketing programs. Organized an anti-fraud workshop with the YMCA's The Bright Spot to educate older Canadians on financial security.

#### Digital Marketing Intern

CIBC Digital | September - December 2018

- Developed web pages on CIBC.com, using Adobe Experience Manager for special promotion offers. Ensured pages were accessible to all users and responsive on all devices.
- Analyzed email marketing effectiveness by tracking click-through, conversion and bounce rates to determine and improve performance.
- Performed regular competitor analysis to identify opportunities to improve website design.

#### Operations Analyst Intern

RBC - Technology & Operations | January - April 2018

- Prepared and published Tableau reports to provide an inventory of the company's software applications for application managers. Reports are used to illustrate the cost and benefits of each application.
- Created an Excel VBA application to automatically extract data from multiple files and insert the results into an existing master workbook. The macro updated the corresponding charts and graphs in the master file.



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[github.com/tobi4120/](https://github.com/tobi4120/)



[Web Portfolio](#)

## Business Analyst Intern

CIBC - Risk Management | May - August 2017

- Published daily Excel reports illustrating the percentage of late-paying customers, dollars lost and dollars recovered of CIBC's credit card portfolio.
- Utilized statistical tools such as regression analysis to determine the fluctuations of late paying customers month-over-month. The information was used to predict delinquency and adjust policies to either tighten or loosen customer borrowing.
- Developed a VBA macro to automatically update Excel workbooks by searching and extracting insolvency data from multiple files.

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## PERSONAL PROJECTS

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\*Please give the websites some time to load as they were deployed using a free server

### Notion Clone

- Developed a clone of the website Notion, a new and innovative note-taking tool.
- Languages used: HTML, CSS, JavaScript, Python, React, and Django



[Website](#)



[Video Demonstration](#)



[Source Code](#)

### Trackr - Project Management Software

- Developed a website that allows teams to organize, track, and manage their projects.
- Languages used: HTML, CSS, JavaScript, Python, React, and Django



[Website](#)



[Video Demonstration](#)



[Source Code](#)

### Social Media Clone

- Created a clone of a typical social media site.
- Languages used: HTML, CSS, JavaScript, Python, and Django



[Website](#)



[Video Demonstration](#)



[Source Code](#)

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## SKILLS AND LANGUAGES

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VBA

HTML

CSS

JavaScript

Python

Django

SQL

React

Adobe Analytics

Google Analytics

C

Tableau

Looker

Excel

Flask