ALEXANDER ELIAS

Python & Automation | Financial Analysis | Digital Marketing

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Skills

Financial Analysis, Valuation & Forecasting: Discounted Cash Flow, Comparable Company Analysis, Financial Forecasting, Variance Analysis, Financial Statement Analysis.
Tools & Data: Excel (Advanced), PowerPoint (Executive Presentations), Python (Automation & Analytics).
Business & Strategy: Conversion Rate Optimization, A/B Testing, Risk Assessment, Google Ads Optimization.

Professional Summary

Results-driven business and marketing professional with experience in financial analysis, python, and digital marketing. Proven ability to analyze financial and operational data, and optimize budgets. Strong technical skill set including advanced Excel, Python automation, and executive-level reporting.

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
- Analyzed 5 years of historical financial statements (Income Statement, Balance Sheet, Cash Flow).
- Built a fully integrated 3-statement financial model in Excel.
- Performed a Discounted Cash Flow (DCF) valuation and conducted Comparable Company Analysis.
- Assessed valuation sensitivity to interest rate changes and inflation.

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