

ROHIN EBADI

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Education

Masters of Information (UXD Concentration)

2025 - Present

University of Toronto, Toronto

Bachelor of Arts in Communication, Culture, Information, and Technology

2020 - 2024

University of Toronto, Mississauga

- Graduated with Distinction (Top 15% of Class, GPA: 3.68)
- Relevant Coursework: Digital Marketing, UI/UX, Media Production, Immersive Technologies

Experience

VIP Cast Member

Sep 2021 - Present

Cineplex

- Managed high-volume VIP customer orders (100+ per hour), maintaining a 95+% satisfaction rate.
- Trained and mentored new employees, improving team efficiency.

Co-Founder

Feb 2021 - Jun 2023

Center for Student Aid, UofT

Mississauga, Ontario

- Organized virtual events for 200+ students, increasing campus engagement during COVID-19.
- Created social media initiatives that grew student participation by 40%.

Projects

Oven Theory | Market Research & Strategy

2023

- Led a market research project identifying key pain points for a client, resulting in a data-driven marketing strategy.
- Provided actionable consumer insights that improved brand engagement.

3 R Construction and Design | Rebranding & B2C Marketing

2023

- Led a team to develop branding and marketing strategies, including a new logo and name.
- Improved brand positioning through direct client communication and research.

UofT Lambda Phi Epsilon | Digital & Social Media Marketing

2024

- Managed Instagram and social media accounts, boosting engagement by 40% through optimized content.
- Designed and produced video and motion graphics promos using Illustrator & Premiere Pro.

Spaced Out | Photoshop, Illustrator, Print, Board Game Design

2024

- Designed and Created a board game alongside a team.
- Created a multitude of play material such as cards and the board itself.
- Implemented custom self-hosted mini-games through QR Codes on the cards, creating a Physical/Digital Hybrid game.

Technical Skills

Marketing & Branding

- Brand Strategy — Rebranding — Digital Advertising — Content Marketing

Content & Media

- Social Media Strategy — YouTube & Instagram Growth — Website Creation

Design & Analytics

- Adobe Creative Suite (Illustrator, Photoshop, Premiere, XD, InDesign)
- Google Analytics — Social Media Insights

Certifications

Certificate of Completion in Media Skills | ICCIT

2023

Sheridan Certificate in Digital Communications | ICCIT

2024