

# Malek El Halabi

Stoney Creek, Ontario | malek@torontomail.com | <https://www.maleks.app> (Visit My Portfolio)

## EDUCATION

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**Siena Heights University**, Adrian, MI, USA Expected Graduation 2025  
*Bachelor of Business Administration in Marketing*  
*Studying remotely*

**Henry Ford College**, Dearborn, MI, USA Summer 2022  
*Associate of Business Administration in Business Administration – GPA 3.2*

**William D. Ford Career-Technical Center**, Westland, MI, USA Summer 2018  
*Culinary Arts Certification*

**Crestwood High School**, Dearborn Heights, MI, USA Summer 2018  
*High School Diploma*

## WORK EXPERIENCE

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**H&M, Keyholder**, Hamilton, ON Jan. 2023 – Present

- Demonstrated leadership in managing a team of fifteen, motivating, delegating tasks, and resolving conflicts effectively
- Utilized customer insights and feedback to inform and shape targeted marketing strategies that captivate and engage the intended audience, fostering impactful campaign outcomes
- Ensured operational compliances, managed inventory with precision, and executed impeccable visual merchandising standards with meticulous attention to detail

**Zara, Cashier & Sales Associate**, Burlington, ON Nov. 2021 – Dec. 2022

- Constructed a quicker way to do checkout operations by implementing a new line from when busy, reducing transaction time significantly per customer and increasing customer satisfaction by 25%
- Conducted daily reconciliation of cash registers and processed 300+ customer transactions; identified process improvements that reduced transaction time
- Facilitated a positive customer experience by greeting customers warmly, providing product recommendations, and ensuring seamless transactions

**Lil Monkeys Indoor Playground, Cashier & Customer Service**, Burlington, ON Aug. 2021 – Nov. 2021

- Documented and reported daily on customer support activities, providing detailed information on trends and issues and identifying solutions
- Analyzed sales data, identified and reported trends to management, which helped in making data-driven decisions on inventory, pricing and staffing levels
- Established a rewards program through processing payments made by customers

## FREELANCING EXPERIENCE

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**Fox Convenience**, Hamilton, ON, Canada May 2023

- Conceptualized and executed a complete brand overhaul; crafted a new logo that aligned with the store's mission and values, resulting in a 30% increase in brand awareness
- Optimized the store's online presence by adding it to Google Maps, Search and other online directories; increased foot traffic by 30% within the first month
- Installed a customized POS system with expiration date tracking and credit/debit card payment capabilities, reducing transaction time by 40% and cutting subscription fees by 65%

**AHF Website**, Dubai, UAE July 2020

- Conceptualized and constructed an innovative website with a user-centric design for a high-end brand; reduced page load time by 70% and improved conversion rate by 55%
- Implemented some key features such as live chat, Google SEO ranking optimization, and custom courier order tracking
- Microsoft Office 365 domain propagation for the usage of custom email, Teams, and Microsoft Office Business Tools

**The Maple Host**, ON, Canada

Feb 2020

- Provides a bunch of services like voice transcribing and email management
- Conducted extensive research and analysis to identify gaps in website content; developed and implemented content strategy, including FAQ section and landing pages
- Crafted individualized business strategies for a diverse client base; grew customer retention and new customer acquisition

## **VOLUNTEER EXPERIENCE**

**Crestwood High School**, *Teacher Assistant*, Dearborn Heights, MI, USA

Sep. 2017 - Apr. 2018

- Monitored classroom of 15+ students in the absence of the main teacher; ensured a safe and productive learning environment by enforcing classroom rules and providing one-on-one support where necessary
- Graded and assessed detailed feedback on 15+ student papers per week
- Identified struggling students and collaborated with the teacher to provide academic intervention; resulting in a reduction in failing grades

**William D. Ford Career-Technical Center**, *Culinary Arts Supervisor*, Westland, MI, USA

Nov. 2017 – Jun. 2018

- Monitored the progress of culinary students, providing real-time feedback and guidance in food preparation and presentation techniques
- Coordinated and confirmed catering appointments with clients for events with up to 80 attendees; Guided client satisfaction by 25% by providing personalized consultation services
- Analyzed historical demand data and forecasted future catering equipment needs; optimized inventory levels to ensure equipment availability and avoid overstocking

## **SKILLS**

- *Computer Skills:* Adobe Photoshop, Shopify, WordPress, Microsoft Office, G-Suite, Canva, Sony Vegas, PDF, Social Media Management, Mail Merge, Figma, Instagram, Twitter, Word, HTML, Office 365, Google Analytics, E-Commerce, Web Design, Digital Marketing
- *Personal Skills:* Teamwork, Adaptability, Problem-solving, Professional, Attention to detail, Sociable, Team Leader, Customer Service, Time Management, Digitally Organized, Hard Worker, Passionate about Business, Business Driven, Willing to learn

**REFERNECES AVAILABLE UPON REQUEST**