

JACQUELINE AISHA BUBA

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EDUCATION

University of Toronto – Toronto, Canada

September 2021 - 2026

Major: Bachelor of Arts, Architecture (Specialist); Minor: Physics

SKILLS

Technical: Python, Figma, Adobe Suite, AutoCAD, Rhino, Grasshopper, Canva, Microsoft 365 (Excel, PowerPoint, Word), HTML/CSS

Languages: Fluent in English, Conversational Proficiency in French

AI Tools: Microsoft 365 Copilot, Midjourney, DALL-E, Adobe Firefly, ChatGPT, Claude

Design & Software: Photoshop, AutoCAD, Rhino, Adobe Suite

Relevant Coursework: Computational Design, AI & Emerging Technologies in Architecture, Immersive Digital Architecture (VR/AR), Urban Systems & Planning

Certifications: Google Foundations of User Experience Design, GeorgiaTech Introduction to User Experience Design

Interests: Enterprise Real Estate, AI & Emerging Technology, Interior Design, Technical Writing, Spatial Brand Strategy

EXPERIENCE

TD Enterprise Real Estate - Toronto, Canada

January 2026 - April 2026

Enterprise Real Estate Intern

- Spearheaded AI tools adoption across 2 internal sessions reaching 60+ employees — designed full curriculum, identified practical AI use cases for space planning and design workflows, and drove measurable integration into daily operations.
- Synthesized competitor research across global markets (RBC, Scotia, CIBC, international banks) into executive-ready benchmarking reports, directly informing internal branch redesign strategy; concepts projected 10x foot traffic uplift and 8–12% conversion improvement.
- Developed branch concept frameworks — Pop-Up Banks, Financial Literacy Hubs, Lifestyle Banking Branches — presented to senior stakeholders with supporting ROI analysis.
- Constructed a monthly real estate reporting template automating data updates via Excel-to-PowerPoint, standardizing reporting across corporate office floors.

RouteWrap – Accra, Ghana

January 2026 - Now

Founder

- Founded a transit advertising business identifying an untapped media channel in Accra's trotro network — identified the opportunity by observing TTC advertising infrastructure in Toronto and applying the model to an emerging market context.
- Orchestrated the company end to end; brand identity, naming, colour system, vehicle wrap design, route analysis across 10+ corridors, driver contracting, and client acquisition with no prior network.
- Secured campaigns with MTN, Yango, Cantu, and Dr Teal's; currently in conversation with Afrofuture — one of Accra's largest concert organizers — for December 2026.

TEDxUoft - Toronto, Canada

September 2023 - April 2024

Creative Designer

- Developed full visual identity system for the "Catalyst" conference — stage design, speaker graphics, event branding, and merchandise across 10+ touchpoints; adopted by sponsors Rexall and Manulife for the Isabel Bader Theatre event.
- Produced monthly newsletters and targeted email campaigns reaching 10,000+ community members; generated social media content across 3 campaigns achieving 100+ engagements for a 7,000+ follower audience.

Adidas SP - Toronto, Canada

Sales Representative

August 2022 - April 2023

- Delivered high-quality customer experience in a high-volume retail environment; maintained deep product knowledge to drive sales and advise customers across categories.

EduOpinions - Remote

Student Ambassador

August 2022 - December 2022

- Executed targeted campaigns across online and offline channels targeting students across 15 institutions, contributing to 3 platform review campaigns and supporting data-driven insights collection.

LEADERSHIP & COMMUNITY INVOLVEMENT

Self-Made, Ghana

Chief Marketing Officer

March 2020 - March 2021

- Orchestrated full marketing strategy across email, social, print, and direct mail — drove 80%+ simulated customer base growth and secured national win at Junior Achievers Africa (\$1,400 prize).
- Leveraged Adobe Muse, Python, and Canva to design all products, digital assets, and website — translating business strategy into compelling visual communications.

The Ride Magazine- Digital Magazine

Co-editor

April 2019 - April 2020

- Managed editorial board including writers, photographers, and graphic designers to produce content targeting popular culture audiences.
- Edited news, reviews, interviews, and special features while overseeing content plans and submissions.
- Collaborated with PR contacts, marketing firms, and artists to expand media coverage and audience reach.