JACQUELINE AISHA BUBA

Design & Strategy | Marketing & Campaigns | Data & AI
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EDUCATION

University of Toronto - Toronto, Canada *2021 - 2026*
Honours Bachelor of Arts with Distinction, Architecture (Specialist); Minor: Physics | GPA: 3.4/4.0
University of Toronto Entrance Merit Scholarship | National Winner, Junior Achievers Africa business competition

EXPERIENCE

TD Canada Trust - Toronto, Canada *January 2026 - April 2026*
Enterprise Real Estate Intern
- Turned global retail banking benchmarking into recommendations for senior stakeholders, informing branch concepts projected to lift foot traffic 10× and conversion 8–12%.
- Consolidated 10 data sources (200+ records each) and automated Excel-to-PowerPoint reporting, saving 20 hours per month.
- Led two AI workshops for 60+ employees, explaining new tools in plain language to non-technical teams; 90% adopted them afterwards.
- Acted as the link between internal teams and external partners, keeping requirements clear and consistent.

RouteWrap - Remote *January 2026 - Present*
Founder
- Ran campaigns for consumer brands Cantu and Dr Teal's across 10+ route corridors, reaching an estimated 20,000 daily impressions.
- Conducted qualitative research with 100 people in Accra and turned it into audience archetypes, route-planning logic and the service proposition.
- Ran a QR-code A/B test on two routes (about 230 scans per day) and shifted spend to the route with 20% higher engagement.
- Prospected and pitched new business directly to brand decision-makers, including Telecel and Afrofuture, following up through to agreement.
- Managed client relationships end to end, from first conversation to campaign delivery and reporting.

Adidas SP - Toronto, Canada *August 2022 - April 2023*
Sales Representative
- Advised up to 70 customers a day during peak hours in a high-volume retail environment, identifying needs and matching them to the right product.
- Built repeat relationships with regular customers and worked as part of a target-driven floor team.

The Source (Bell) - Toronto, Canada *August 2022*
Sales Associate
- Sold phones, plans and accessories in a high-traffic mall location, matching customers to the right device and plan for their budget.
- Explained technical products, contracts and pricing in plain language to customers of all ages and comfort levels.

TEDxUofT - Toronto, Canada *September 2023 - April 2024*
Creative Designer
- Developed the "Catalyst" conference visual identity with the Creative Director: stage design, speaker graphics, event branding and merchandise for 50+ attendees.
- Designed social content across 3 campaigns, earning 100+ engagements for a 7,000+ follower community.

Jim Patterson Construction - Remote *August 2026*
Web Designer (Freelance)
- Designed and built a five-page website from documented client requirements; set up GA4 to track visits, navigation and inquiries. Monthly inquiries grew 55%.

Atelier Architects - Tema, Ghana *May 2020 - August 2021*
Intern Architect
- Created 3D models, renderings and animations across all phases of design, including 2 major national projects, and ran marketing for new projects.

LEADERSHIP & PROJECTS

Self-Made - Ghana *March 2020 - March 2021*
Chief Marketing Officer
- Led email, social, print and direct mail campaigns, driving 80%+ customer growth and winning the national Junior Achievers Africa competition ($1,400).
- Redesigned Self-Made's mobile experience in Figma through research, wireframes, a prototype and usability testing.

Black Students in Design, University of Toronto *January 2023 - April 2023*
Student Mentor
- Designed a mentorship curriculum and led weekly goal-setting sessions; my mentee received design award recognition.

Designing in AI: Staff Training Guide *February 2026*
- Wrote a plain-language guide to AI-enabled design workflows for non-technical staff, with a structured prompting framework.

The Ride Magazine (digital) *April 2019 - April 2020*
Co-editor
- Managed writers, photographers and designers; edited news and features.

SKILLS

Design: Figma, Adobe InDesign, Photoshop, Illustrator, Canva; Visual Identity, Brand Guidelines, Layout, Presentation Design, Wireframing, Prototyping, HTML/CSS
Strategy & Research: Consumer Research, Audience Archetypes, Market & Competitor Benchmarking, Requirements Gathering, Business Process Modelling
Marketing: Campaign Planning & Execution, Social, Email & Print Campaigns, A/B Testing, Pitching, HubSpot CRM
Data & AI: Google Analytics (GA4), Advanced Excel, KPI Reporting, Data Consolidation, Nielsen Data; ChatGPT, Claude, Microsoft 365 Copilot, Python
Certifications: Google Analytics (GA4); HubSpot Software; HubSpot Email Marketing; Google UX Design Foundations
Languages: English (Fluent), French (Conversational)