

Maah Noor Shafiq

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EDUCATION

University of Waterloo | Bachelor of Arts and Business

Sept. 2020 - Dec. 2024

- Major in **Economics** and minor in **Computer Science** - GPA: 3.75 / 4.0
- Relevant coursework: Managerial Economics, Statistics, Data Analysis & Visualization, Cost-Benefit Analysis
- President of PSA, Product Designer for UW PM, VP of Marketing for Entrepreneurship Society and Citizens Foundation

WORK EXPERIENCE

Project Manager

Apr. 2024 - May 2025

Texada Software | Mississauga, ON

- Managed full project lifecycle for **50+ CRM** implementations, including requirements gathering, stakeholder communication, system configuration, and user training, achieving a **90% client satisfaction rate**
- Implemented process automation using AI tools (Arrows) to optimize onboarding workflows, reduce project risks, and **improve client retention by 25%**
- Analyzed client specific system needs to resolve implementation blockers, tailoring sustainable digital solutions
- Created project documentation and training resources to strengthen change management and user adoption
- Designed workflow automation internally to boost **operational efficiency by 22% and save 10+ hours weekly**

Product Manager Intern

Sept. 2023 - Dec. 2023

Wind River Systems | Alameda, CA, USA

- Performed competitive analysis and market research using LLM/AI models to inform product roadmap; leading to adoption of MathWorks for simulation and data visualization
- Designed onboarding tutorials improving user experience, adoption, and cross-team enablement
- Managed internal communications for **1800+ employees** to enhance cross-functional alignment for all product updates

Product Manager Intern

Jan. 2023 - Apr. 2023

Clearpath Robotics | Kitchener, ON

- Built analytics tools in Python and Elastic to track user behavior and guide **8 feature improvements**
- Created KPI dashboards to monitor product performance and support roadmap planning
- Led A/B usability testing, translating feedback into user stories and product improvements

Consulting & Client Services Intern

Jan. 2022 - Aug. 2022

Korn Ferry | Toronto, ON

- Delivered training sessions on compensation systems, **improving process efficiency by 35%**
- Supported consulting projects with data analysis, reporting, and stakeholder management for **25+ clients**
- Managed large datasets using SQL to maintain data accuracy and support KPI reporting

SKILLS

- **Technical:** Python, SQL, C++, HTML/CSS, Git, Power BI, Tableau, Excel, Elastic
- **Project Management:** Agile, Scrum, Kanban, Jira, Confluence, Asana, Project lifecycle management, Stakeholder communication, Risk management
- **Product & Business:** Product roadmap planning, User stories, Data analysis, KPI tracking, Process improvement, CRM systems, Cross-functional collaboration