

Ansh Shah

Brampton, ON | (437) 350-2906 | ansh-shah@outlook.com | anshshah.me | ECO Canada Wage Subsidy Eligible

EDUCATION

Azrieli School of Architecture | Carleton University

Ottawa, ON | GPA: 3.7/4.0

Bachelor of Architectural Studies (Honours), Design Stream

Academic Focus: Sustainable design, architectural technology, conservation, environmental systems, and digital modeling.

Technical & Creative Training: Multimedia visualization, parametric design, computational workflows, and architectural development.

PROFESSIONAL EXPERIENCE

Embodied Carbon & Sustainable Materials Research Intern

January 2026 – March 2026

Mpolo Designs Inc.

Toronto, ON

- Initiated and managed communication with building material **manufacturers** to obtain Environmental Product Declarations (EPDs), technical datasheets, and sustainability **certifications**.
- Conducted Life Cycle Assessments (**LCA**) to compare material assemblies, embodied carbon, and environmental impacts across multiple design options.
- Analyzed material **performance** data to support low-carbon, climate-responsive design strategies.

Creative Media & Brand Strategist | Sales Calls

September 2025 – November 2025

Arcpro Media Inc.

Toronto, ON

- Produced **50+** **short-form** digital media assets using Adobe Premiere Pro, Adobe Stock, and custom motion graphics for student-focused campaigns.
- Increased audience engagement by **approximately 15%** through optimized visual storytelling and targeted outreach strategies.
- Developed scripts and visual concepts simplifying complex **dental coverage** information into concise, engaging media.
- Managed full production workflows including editing, captioning, audio balancing, and multi-platform exporting.

Audience Insights & Digital Campaign Strategist

July 2025 – September 2025

Whole Human Coaching

Toronto, ON

- Conducted in-depth **market research** on small, social change-focused businesses to identify digital behavior, content preferences, and service needs.
- Designed and executed a values-driven digital media campaign across **social media, blog, and email channels** aligned with brand **mission** and target audience.
- Analyzed campaign performance through engagement metrics and audience feedback, producing a final impact report with actionable recommendations.

Social Media Director | Web Designer

April 2025 – July 2025

Change Promotions Inc

Toronto, ON

- Led the development of **50+** **digital media** assets including social campaigns, promotional graphics, and branded web content.
- Increased campaign engagement by **approximately 20%** through targeted content strategies, audience-focused visual design improvements, and consistent cross-platform branding tailored to user interaction trends and campaign objectives.
- Coordinated event branding, customer outreach, and **digital communication strategies** across multiple campaigns.
- Analyzed consumer feedback and engagement metrics to support **data-informed marketing** decisions and outreach optimization.

SKILLS & CERTIFICATIONS

Design & Modeling:	Revit · Rhino 8 · Grasshopper · D5 Render · QGIS
Adobe Creative Suite:	Illustrator · InDesign · Photoshop · Premiere Pro · Lightroom · Adobe Express
Sustainability & Research:	Life Cycle Assessment (LCA) · EPD Analysis · Embodied Carbon Research · Material Analysis
Web & Digital:	HTML · CSS · JavaScript · Shopify · WordPress · Microsoft Office Suite
Marketing & Strategy:	Digital Marketing · Brand Strategy · Market Research · Audience Analytics · Content Development
Core Competencies:	Design Visualization · Creative Problem Solving · Client Communication · Project Coordination · Outreach
Languages:	English · Hindi · Gujarati
Certifications:	WHMIS · OHSA · Standard First Aid (SFA) · Workshop Safety Training