

ALEXANDER ELIAS

Business Analyst | Operations Improvement | Workflow Automation

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Summary

Business analyst with hands-on experience in operations, workflow improvement, digital marketing, and AI automation. Skilled in identifying inefficiencies, building automation workflows, and using data to improve operational performance.

Skills

Requirements Gathering • Process Mapping • Gap Analysis • Python • Stakeholder Management • Business Process Improvement • Advanced Excel • SQL • KPI Reporting • Dashboarding • Data Analysis • CRM Systems • Workflow Automation • Google Analytics • Digital Transformation • Market Research • Supply Chain Management

Professional Experience

Elias & Co. | Founder December 2025 – Present

- Analyzed client websites, lead generation systems, and workflow automation to identify improvement opportunities.
- Implemented AI-assisted solutions including chatbots, automated lead capture, and follow-up workflows to improve operational efficiency and customer response times.
- Produced and directed 50+ short-form videos, executed social media strategies, and leveraged KPI analysis to optimize content performance, increasing engagement, reach, and customer interest.

Canadian Lumberjack | Marketing Intern May 2023 – August 2024

- Increased website inquiries by 142% within 4 months through targeted ad campaigns and an optimized website.
- Optimized a \$60,000 marketing budget, reducing cost-per-lead by 14%.

Toronto Metropolitan University | Research Assistant September 2022 – December 2022

- Conducted quantitative and qualitative data analysis on global business trends and consumer behavior.
- Authored 3 research summaries and assisted in drafting a peer-reviewed academic paper.

AECOM | Civil Engineering Intern May 2019 – August 2019

- Assisted with 9 site inspections and compiled findings into reports, supporting compliance with municipal standards.
- Organized and maintained project records, drawings, and submittals, improving file retrieval efficiency by 30%.

Projects

AI Operations Improvement Agent December 2025 – Present

- Designed an AI-enabled operating model transformation project for a small business, mapping current-state workflows, identifying operational bottlenecks, and recommending future-state processes across CRM, lead management, customer follow-up, and KPI reporting.
- Conducted gap analysis and developed a business case outlining automation opportunities, estimated time savings, implementation risks, and expected impact on revenue visibility and operational efficiency.

Roameo February 2026 – Present

- Developed a social discovery app designed to help users build connections through shared real-world experiences.
- Conducted user research and competitive analysis to validate demand and build a 350-user pre-launch waitlist.

AI Sales Agent March 2026 – April 2026

- Built a Python-based AI outreach bot that researches prospects, identifies business pain points, and drafts personalized cold emails for local business outreach, significantly reducing manual prospecting time.
- Designed an approval workflow and tracking system using Excel, SQLite, Gmail API integration, and prompt optimization to improve quality control and reduce token usage.

Education & Certifications

DMZ Embark Workshop | Venture Development | Toronto Metropolitan University 2026

BComm (Hons) | Global Management | Toronto Metropolitan University 2021 – 2025

Academic Exchange | International Business | Institut Químic de Sarrià 2025

Ontario College Diploma | Civil Engineering Technician | Durham College 2018 – 2020

Languages

English: Native | **French:** A2 | **Spanish:** B1 | **Greek:** A1