

# BARZIN LOTFABADI

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## Objective

To continue learning and building professional skillsets in the digital marketing and healthcare technology spaces to advance the frontiers of medical science and push forward global human welfare, by providing high-value services in a mutually respectful, positive, and profitable relationship.

## CAREER HIGHLIGHTS

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- Over 5 years of experience in digital marketing and start-up entrepreneurship.
- Extensive experience in marketing, business administration, sales, executive assistance, and customer service roles.
- Excellent communication and interpersonal skills; adept at building relationships and consulting on strategy.
- Fast learner, passionate about HealthTech, longevity, business strategy, public relations, and digital media.
- Technologically adept with a broad range of skills across marketing, business administration, AI, and IT.

## TECHNICAL SKILLS:

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- **AI Usage:** Model architecture design & development, Python and Julia-based AI engineering, API usage, Prompt Engineering (GPT4T/4o, Claude3, Pplx, Midjourney, StableDiffusion).
- **AI R&D:** Researching advanced AI models using latest insights from human neuroscience.
- **Software Engineering:** Python (Django, PyTorch, NLTK, Kivy, PikePDF, PyWin32), Git, VBA, Basic SQL, learning Julia (GLFW, VulkanCore) for advanced AI engineering.
- **CRM Platforms:** HubSpot, MS Dynamics, Solve 360, MS Access, DjangoCRM, YetiForce, VTiger.
- **Cloud & Web Server Administration:** LAMP/LEMP, PuTTY, SFTP, cPanel, CyberPanel, WordPress, CMS Systems, some MariaDB & PostgreSQL.
- **OS Proficiency:** Linux (RHEL/RHEL Clones, Fedora Core 9+, Ubuntu 10+, Windows [all]).
- **Frontend Web Design:** WordPress, WebFlow, SQL Administration, basic PHP, XHTML/HTML5/CSS3, Adobe CS, SEO, Digital Advertising.
- **Basic Networking:** LINUX/WINDOWS.
- **Cybersecurity:** Basic familiarity with CyberSecurity & CyberWarfare Operations.

## CREATIVE SKILLS:

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- **Photography & Videography:** Professional-level DSLR/MILC Photography (Lightroom/Photoshop), Basic Videography (Premiere Pro).
- **Photo Editing:** Photo Manipulation & Professional Re-touching (PSD/XCF/AI).
- **Content Creation & Strategy:** Strong aptitude for creating and strategizing content.
- **Writing & Copywriting:** Strong writing skills in consumer-facing, B2B, and proposal contexts.
- **Marketing & Advertising:** Deep understanding of marketing strategies.

## PROFESSIONAL EXPERIENCE:

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### Founder & CEO | SANCTVS Inc.

### GTA & Surrounding Areas | 2019-Present

- Founded and managed entirely bootstrapped digital marketing start-up serving the Greater Toronto Area.
- Expanded company from solopreneur operation to team of 8, managing media specialists, developers, strategists, and cybersecurity specialists.
- Created and managed multiple online presences for clients.
- Advised clients on cost-effective marketing solutions, provided expert business consulting.

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- Assisted companies across a wide berth of sectors in digital transformation & business strategy.

## **Marketing, IT, & AI Advisor | Canadian Longevity Association** **Toronto, ON | 2024-Present**

- Developed highly strategic methods for philanthropic outreach and public engagement.
- Responsible for overseeing marketing and public relations strategy, ensuring advancement of the CLA's mission and safeguarding of the nonprofit's long-term interests.
- Enhanced non-profit meetings to advance weekly objectives.
- Overhauled and optimized online presence through comprehensive rebranding and web development.
- Created strategic content and professional copy for national-level advocacy efforts.
- Implemented French translation framework for the CLA's website.

## **Marketing Representative | Ace Management Group** **Toronto, ON | 2024-Present**

- Conducted direct marketing campaigns and door-to-door canvassing.
- Utilized persuasive communication skills to engage customers and close sales.
- Gathered and reported on customer feedback and market trends.
- Collaborated with team members to develop effective marketing pitches.

## **Customer Service Representative | Eurofins Scientific SE** **Downsview, ON | 2021-2022**

- Liaised with and maintained client relationships.
- Trained staff and interns on customer service roles and duties; responsible for managing and motivating team of 3.
- Managed scheduling of client projects and laboratory testing requirements.
- Acquired intimate familiarity with Laboratory Information Management Systems software and procedures.

## **Support Staff / Computerized Notetaker | George Brown College** **GTA | 2018-2020**

- Took notes for students who were deaf or hard of hearing on behalf of accessibility services.
- Coordinated with supervisors to provide accommodations.
- Worked both independently and in teams to provide accurate, high-quality notetaking services.

## **Brand Ambassador, Clerical/Marketing, Account Manager | Sarafino Inc.** **GTA | 2014-2017**

- Held multiple roles including Brand Ambassador, Recruiter & Trainer, Executive Assistant, & more.
- Screened and trained new hires, managed administrative tasks, coordinated demonstrations, trained grocery store staff on behalf of vendors, provided sampling and educational demonstrations for grocery consumers, and more.

## **Executive & General Administrative Assistance, Quality Control | Self-Employed** **GTA | 2011-2014**

- Managed websites and provided technical support.
- Performed office duties including email support and organizing product catalogues.
- Provided basic bookkeeping services, entrusted with managing petty cash and depositing cheques.
- Provided services in retail sales and product demonstration.

## **Co-owner / Proprietor | Fresh Pasta Factory** **Pickering, ON | 2006-2010**

- Managed all aspects of business operations including administration, production, marketing, & sales.
- Sold approximately 96.3 thousand product units over the span of 4 years.
- Success of business attested to by patrons contacting us far after the closure of the business.

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## Sales Associate / Outside Sales Representative | Trust Express Inc. Woodbridge, ON | 2007-2008

- Worked as a sales representative at the 2008 Canadian National Exhibition.
- Worked in warehouse as manual labourer preparing and delivering shipment pallets to grocers across the GTA.

## Call Centre / Inside Sales Representative | Loyal Seal Windows & Doors Inc. | Toronto, ON | 2004

- Booked appointments with prospective customers as a telemarketing representative.

## VOLUNTEER EXPERIENCE:

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- **Canadian Longevity Association (2024-Present):** Responsible for multiple initiatives & efforts across marketing, IT, and AI related programmes.
- **St. Stephen's Community House (2018-2020):** Planned and taught computing technology and cybersecurity classes to seniors.
- **Richmond Hill Municipal Elections (2010):** Volunteered as part of team for a local candidate, distributing flyers, performing door-to-door canvassing, and conducting community outreach.
- **Touch of Love (York University):** Delivered food to homeless shelters in Toronto's core/downtown area in collaboration with a charitable Christian student organization.

## PUBLIC SPEAKING & PRESENTATIONS:

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- **Digital Marketing for Small Business | Ontario Parent Mediation Group | November 2021**

## OPEN-SOURCE SOFTWARE CONTRIBUTIONS:

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- **Minerva:** An in-development open-source and equitable alternative to Adobe Creative Suite, designed to empower independent artists and creators. Conceptualized in a powerful Julia & Vulkan API framework. <https://github.com/sanctus-inc/Minerva/>

## EDUCATION:

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- **Google Digital Marketing & E-Commerce Certified (2023)**
- **B.Sc. Psychology Program, York University (Completed 2 Years)**
- **Seneca College of Applied Arts and Technology – International Business Administration (Completed 1 Year)**
- **Seneca College of Applied Arts and Technology – Computer Programming & Analysis (Completed 1 Year)**
- **Sabouhi Academy of Art & Design – OSSD**

## LANGUAGES SPOKEN:

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- **English:** Native (reading, writing, speaking)
- **Farsi:** Fluent (speaking/reading) Intermediate (writing)
- **French:** Basic (currently in lessons)

## CONTACT INFORMATION:

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## ONLINE PRESENCES & NOTABLE MARKETING ACHIEVEMENTS:

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- Sanctus / SANCTVS Inc.: <https://www.sanctus.ca/> | <https://www.sanctus.tech> | <https://www.sanctus.ai>
- Instagram: <https://www.instagram.com/sanctus.ca>
- MOBB Home Healthcare Promotion: [https://www.tiktok.com/@its\\_j\\_dog/video/7265089916822998278](https://www.tiktok.com/@its_j_dog/video/7265089916822998278)

## PASSION PROJECTS:

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**Talia (Video Game):** A ground-breaking open-world MMORPG game project combining narrative depth, cutting-edge technology, and a fully procedurally generated universe that is systematically simulated from the beginning of the big bang singularity. Talia is a highly ambitious post-apocalyptic game where players explore an alternate universe informed by real scientific findings, accurate physical simulations, and the latest discoveries in space and astrophysics research.

Links:

<https://www.patreon.com/taliagame/about>

<https://www.threads.net/@taliarpg>

<https://www.instagram.com/taliarpg/>

<https://x.com/TaliaGame>