

ILIA GHORBANIPOU

iliaghp.ca | LinkedIn | Toronto, ON

EDUCATION

Schulich School of Business - York University

Expected Graduation: April 2028

Bachelor of Business Administration - Specialization in Technology and Finance

Academics: GPA: **3.9/4.0 (8.4/9.0)** - Dean's Honour List (Top 10% of Class), Entrance Scholarship (\$4,000)

Relevant Coursework: Finance (A+), Statistics (A+), Accounting (A+), Microeconomics (A+), Macroeconomics (A+)

PROFESSIONAL EXPERIENCE

Desjardins

Toronto, Ontario

Billing Analyst

May 2025 - December 2025

- Developed and maintained driver-based financial models in excel to analyze billing data, performing variance analysis against forecasts to ensure revenue accuracy and supporting monthly reporting for business units.
 - Project: Performance Dashboard - Developed an automated Power BI dashboard to visualize billing cycles and payment trends, reducing manual report generation time, saving 20+ hours and providing real-time insights to the team.
- Collaborated cross-functionally with senior leadership to translate billing data and model outputs into process improvements.

Perplexity AI

Toronto, Ontario

Brand Strategy

January 2025 - April 2025

- Scaled adoption of Perplexity's AI knowledge and search platform through onboarding A/B testing and growth analytics.
- Launched and managed 12+ university sponsorships, driving a 6x increase in student sign-ups within 90 days.
 - Project: Analyzed cohort behavior and query patterns to identify high-value use cases (research, summarization, citation workflows), identifying redundancies and improving product positioning.

UsePepper (Pomegranate Technologies)

Toronto, Ontario

Central Operations Intern

May 2024 - August 2024

- Analyzed performance data for over 90,000 products using Excel and SQL, developing VBA-based dashboards and strategic recommendations that drove key data accuracy by 96%.
 - Project: Digital Catalog Initiative - Simplified the B2B ordering experience by developing accurate digital catalogs, reducing order processing time by 25%, improving inventory turnover, and boosting sales by 15% for global distribution partners such as Flanagan.

Real Estate Marketing Agency (B2B For Agents)

Toronto, Ontario

Co-founder, Marketing Manager

August 2022 - July 2024

- Led a 7-person team to advertise properties using a blend of social media campaigns on Instagram, city-wide physical signage, and local community events, which drove 18 sales in six months.
- Maintained a network of 20+ real estate professionals by building relationships and providing simple marketing tools (customizable social media templates, email scripts, house flyers, etc.) that expanded their reach and reduced sales cycles.

LEADERSHIP EXPERIENCE & PROJECTS

PeachBalance (iOS Application)

Toronto, Ontario

Founder & Product Lead

May 2026 - Present

- Built PeachBalance, an on-device tracker for credit cards and Pay Later plans that holds balances, due dates, utilization, and installments in one glance, for people managing several accounts at once, since banks only show their products.
- Ran delivery in phases, each with a plan, build, test, and verification gate before merge, tracked on a Kanban backlog across 55 PRs and 176 tests, directed AI agents on research and build, verified each output against criteria I set beforehand and shipped to public beta.
 - Core feature: Statement Import - Scoped PDF import to replace manual entry, parsed fully offline and on-device. One main criterion: transactions matching the statement's printed totals to the penny. 48 real statements from 8 banks driving engine fixes.

York Business Tech Association (BTA)

Toronto, Ontario

VP of Finance

October 2023 - March 2026

- Led three events at IBM, Microsoft and Accenture, managing timelines, budgets and logistics for 150+ case competition attendees.
- Contributed to the strategic planning and execution of initiatives, conducting 50+ student outreach efforts and setting a new record for student engagement, increasing participation in the annual conference by over 30%.

SKILLS, ACTIVITIES & INTERESTS

Skills: Microsoft Office Suite, Financial Modelling, S&P CapitalIQ, Bloomberg, FactSet, Python, Jira, Linear, Power BI

Activities: Hack the Valley 2025 (UofT Organizer), JDCC 2025-2026 (Digital Strategy Delegate), Tech Content Creator and Writer (Naghdestan), RH Welcome Center Services (2 years), Tehran Environmental & Animal Rights Activists

Entrepreneurship Ventures: VR Shopping Experience (Winner of Iran's National Gifted Case Competition), AVAX VPN (Co-Founder)

Interests: Playing Musical Instruments (Piano & Guitar), Renaissance History, Sports (Baseball & UFC)

Athletic Achievements: Long-Distance Running (Toronto Waterfront Marathon), Swimming (Competitively, Iran's National Team)