



JOSEPH HANAA

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Summary

First-generation business student at the University of Western Ontario committed to solving community challenges such as financial literacy gaps and limited access to mentorship and college guidance. Growing up in an immigrant household in one of Toronto's lowest-income areas, I founded the **WealthWise Financial Empowerment Program** to mentor 150+ youth in budgeting and investing. I also launched **MarketDrafts**, providing equity research to 400+ readers, and **Ajax Scholars**, an affordable academic consulting service helping underserved students navigate college admissions. I am eager to join mission-driven organizations where I can continue addressing social barriers, empower underserved communities, and grow as a purpose-driven leader.

Skills

- Customer service
- Digital marketing
- Social media strategy
- Social media marketing
- Proficiency using various AI Models
- Proficiency using Microsoft Excel and other organizational software
- Project management
- Data analysis

Experience

Ajax Scholars

Founder

06/2025 - Current

- Launched academic consulting business to support students in college admissions process, motivated by my own experience and the lack of affordable help being provided to students that need it the most
- Oversaw operations, including product development, marketing, sales, customer service, and finance.
- Developed and executed comprehensive business plan for successful company launch.
- Established website and social media presence for brand promotion and engagement. (ajaxscholars.com and @ajaxscholars on Instagram)
- Implemented targeted marketing campaigns across digital platforms to enhance visibility.
- Managed numerous client calls weekly, providing affordable guidance to diverse student backgrounds, offering them the help they needed at the fraction of a cost
- Scaled business to over **\$5,000 a month** straight from concept, and helped **dozens of students** on their path to getting into their dream schools

Market Drafts

Founder and Lead Analyst

07/2024 - Current

- Launched and lead an independent research platform focused on **small-cap and international equities**, providing deep-dive analysis on undercovered markets.
- Built and manage full-cycle operations — from equity screening and fundamental analysis to publication, branding, and outreach.
- Researched, wrote, and published **10+ equity reports** covering small-cap earnings previews, valuation shifts, and global equity trends.
- Serve an engaged audience of **400+ retail and institutional investors**,

growing organically through high-quality insights and targeted outreach.

- Produced regular content series such as “Upcoming Small-Cap Quarterly Reports” and international stock breakdowns, helping investors anticipate market shifts.
- Analyzed macroeconomic and company-specific data to generate investment theses, integrating both qualitative research and financial modeling.
- Increased organic traffic through SEO optimization and finance community engagement, establishing MarketDrafts as a niche but trusted voice in equity research.
- Planning future expansion to include model portfolios, webinars, and subscriber-exclusive insights aimed at democratizing access to institutional-grade research.

Wealthwise Youth Financial Empowerment Program | Toronto, Ontario
Founder / Financial Literacy Counselor
02/2023 - Current

- Founded and scaled a youth-focused financial literacy initiative, reaching over **150+ newcomer and refugee students** across Canada through workshops and mentorship.
- Developed and delivered **20+ educational sessions** on budgeting, saving, credit, investing, and navigating the Canadian financial system.
- Created a curriculum of **15+ original learning modules** tailored to the cultural and economic needs of immigrant youth
- Provided personalized mentorship to over **40 students**, supporting long-term goals including education financing, career planning, and economic independence.
- Led program evaluation and data tracking to refine delivery and demonstrate impact to stakeholders and community partners.

Doctors on Albion | Toronto, Ontario
Front Desk
09/2023 - 01/2024

- Managed scheduling for meetings and appointments efficiently.
- Collaborated with colleagues to streamline administrative processes regularly.
- Answered phone calls and emails to provide information, resulting in effective business correspondence.
- Greeted visitors in a professional manner, responding to inquiries and directing them to appropriate personnel.

Education and Training

University of Western Ontario | London, ON
BBA in Honours Business Administration - Finance
Expected in 06/2029

Michael Power St. Joseph High School | Toronto, ON
High School Diploma
06/2025

- IB Diploma Graduate
- 4.3 GPA
- Ranked in Top 10% of class

Languages

English:

Full Professional

French:

Professional

Arabic:

Limited

Assyrian/Neo-Aramaic:

Professional

Websites, Portfolios, Profiles

- ajaxscholars.com
- <https://www.linkedin.com/in/jozeph-hanaa-669ba22a2/>
- marketdrafts.org
- wealthwise.builders

References

References available upon request.