

Joseph Hanaa

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PERSONAL 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 launched **MarketDrafts**, providing equity research to 50+ readers, and **Unibound**, an academic consulting marketplace that is shaking up the admission consulting space and 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
- Business development
- Market research

EXPERIENCE

Founder, Unibound, June 2025-Current

Launched academic consulting marketplace 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. (unibound.world and @uniboundofficial on all socials)
- Implemented targeted marketing campaigns across digital platforms to enhance visibility.
- Oversaw numerous client calls weekly, providing affordable guidance to diverse student backgrounds, offering them the help they needed at the fraction of a cost
- Navigated difficult startup landscape, developed a pitch that works and got in touch with various different angel investors and VC firms to help with funding

Founder and Lead Analyst, Market Drafts, July 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 **50+ 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.

Camp Counselor, Camp White Pine, September 2023-September 2024

Toronto, ON

- Supervised daily activities for campers, ensuring safety and engagement.
- Organized recreational games and team-building exercises for diverse groups.
- Served as a role model, promoting positive behavior and teamwork skills.
- Communicated effectively with parents regarding camper needs and concerns.

Front Desk, Doctors on Albion, September 2023-January 2024

Toronto, Ontario

- 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

BBA

Honours Business Administration - Finance, University of Western Ontario, London, ON Expected in June 2029

High School Diploma

Michael Power St. Joseph High School, Toronto, ON June 2025

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

WEBSITES, PORTFOLIOS, PROFILES

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

EDUCATION AND TRAINING

other, other

LANGUAGES

3, 2, 3, 4

REFERENCES

References available upon request.

WEBSITES, PORTFOLIOS, PROFILES

<https://unibound.word> - Unibound

<https://marketdrafts.org> - Market Drafts