

Mo Alissa

Growth & Product Architect | Creative Systems

ABOUT ME

Born in Montreal, Canada
Ottawa · Toronto · NYC · Remote
moodiealissa@gmail.com

AWARDS & ACCOLADES

Techstars Melbourne '20
Apple Entrepreneur Camp '21
Collision PITCH Finalist '22
Capital Angel Network Pitch Award '21
#1 App Worldwide (FILM3D on App Store charts)

MY SKILLS

Growth Strategy
Meta & Google Ads
Community Loops
Funnel Optimization
AI-Driven Campaigns
Analytics & Reporting
E-commerce Marketing
Creative Direction
A/B Testing
CRM Automation
Product Architecture
Campaign Management

LANGUAGES

English (native)
French (conversational)
Arabic (conversational)
Mandarin (basic)
Swahili (basic)

SOFTWARES I USE

Meta Ads Manager
Google Ads
TikTok Ads
Shopify
Klaviyo
Mixpanel
Looker
SQL
Figma
Photoshop
After Effects
HTML/CSS/JS
Notion
XCode
ChatGPT
Perplexity

LINK

www.moalissa.com



MY EXPERIENCE & WORK

Modu Research — Co-Founder & Head of Growth 2019–Present
Julia Gin — Creative Director 2022–2025
Bello Water — Growth Marketing Consultant 2024–2025
Google — AR Product Marketing Consultant 2022
Amazon - Experiential Marketing Lead | 2022
Converse — Immersive Campaign Lead 2021–2022

EDUCATION & COURSES

Carleton University — BComm, Business Law 2014–2017
Meta Certified Media Buyer
Google Data Analytics
YC Startup School

PRESS & MEDIA

CTV News – Ottawa duo creates 3D picture app with millions of downloads
Global News – Canadian app makes smartphone photos 3D
Apple Newsroom – iOS app economy drives growth across Canada
Apple Developer Spotlight – FILM3D - redefine mobile 3D photographs