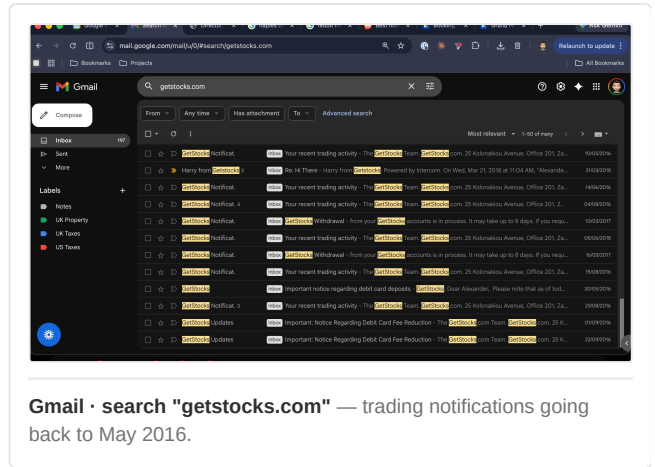


A TIMELINE

My financial timeline.

From the first trade in 2016 to today. Trading, building, and a few stops in Canada along the way.



THE CHAPTERS

- MAY 2016 ○ First trade.
GetStocks. I was 22. I traded actively for two years before the platform went under in 2018.
- 2018 ○ Snapchat — Wealthsimple becomes a client.
Joined Snapchat in New York. **Wealthsimple was one of my early advertiser accounts** during your first major paid acquisition push on the platform.
- 2020 ○ Scaling Wealthsimple on Snapchat.
Worked directly with the Wealthsimple Account Manager as you scaled paid acquisition on the platform. Saw the creative cycles, the audience builds, the cost-per-acquisition reality. Accepted a transfer to Toronto that year — COVID cancelled the move, but the relationship with the Canadian market stayed.
- 2021 ○ Building Snapchat's Canadian performance marketing team.
Reported into Canada from New York. Spent the year helping stand up and grow the **first dedicated performance marketing team for the Canadian market** — onboarding fintech, ecom, and app advertisers across the country.
- 2022–2024 ○ Cross-border operator.
UK rental property. Multiple brokerages including Wealthsimple Trade. Tax filings in two jurisdictions. RRSP, TFSA, FHSA, and ISA all in play.
- 2025 ○ Polybacker.
Built polybacker.com — analytics and automation tooling for Polymarket. Whale tracking, fee-drag analysis, arbitrage tools, copy-trading systems.
- 2026 ○ Automation work.
n8n, LangGraph, Python. A Facebook Ad Library scraper running in production at Snapchat for prospect work. Built the Pre-Meeting Brief from Q2 of this case as a working n8n prototype after reading the brief — happy to walk through it.
- TODAY ● Why I'm here.
I've worked alongside Wealthsimple from outside (Snapchat 2018, the Canadian team 2021) and as a customer. I'd be a non-traditional hire for an advice role — sales rather than financial services — but the ten years of personal trading and the recent automation work bridge it.