

# HUB INSIGHTS

## For Ted Rogers Faculty & Staff

November 2024

### Salesforce Masterclass Facilitated by Alumna

Last month, our Bootcamps team delivered a Salesforce Masterclass, in partnership with Integrate 2 Cloud, in which 38 students participated.

In this interactive hands-on program, students were grouped into teams and had one week to apply their knowledge to develop a solution aimed at improving the process for tracking volunteer time for their employees.

We hosted this initiative to provide students exposure to Salesforce, a widely used CRM platform across industries and our top employers.



38

Student  
Participants



17

Students  
Participating in  
Case Challenge



2

Job Offers

### Creating A Full-Circle Moment



Solution Engineer,  
Salesforce

**MARIIA ANDREIKO**

This initiative was championed by Mariia Andreiko (Finance Co-op, 2022), a Solution Engineer at Salesforce.

A former bootcamp facilitator during her time at TRSM, Mariia shared that “bringing Salesforce to TMU’s campus was a dream come true and a full-circle moment for me, made possible through the Salesforce SPARK initiative.

“SPARK offers students hands-on experiences and invaluable industry insights. Funnily enough, my journey with Salesforce began as an attendee in a similar industry bootcamp, where I first discovered the potential of the tech world.

Inspired by this, I drove the initiative to bring the SPARK program to campus, to share what I learned as a student and to help others. It’s incredible to think that the bootcamp program helped shape my career and I am now giving back and helping to improve the TRSM community.

Empowering students to innovate and succeed fills me with pride, and I’m excited to see how Salesforce continues to inspire and elevate the next generation of tech leaders.”

“The Salesforce Masterclass offered an excellent blend of hands-on learning of the CRM software and practical application through a case competition.

The facilitators broke down the complexities of the software into clear, easy-to-understand steps. I highly recommend this exceptional series of workshops for any student eager to learn a key software used in the workplace.”

- **Wisha Khan**  
**BTM Student, Co-op**

\* Wisha was recognized as a standout presenter and earned the prizes offered to the first place team.

## Students Were Rewarded

The winning team from the case competition received an impressive set of prizes, including:



A voucher for the ‘Salesforce Administrator’ exam (\$200 USD value).



A virtual coffee chat with a lead from the Salesforce recruitment team, providing a valuable networking opportunity.



Floor tickets to the Toronto Raptors home opener game last month.



Additionally, two participants of the Salesforce Masterclass were offered part-time roles at Integrate 2 Cloud, a Salesforce service provider, potentially leading to full-time employment upon graduation!

Pictured from left to right: Jaelyn Lee, Waneeha Samoon, Hasnaa Luthfee, Asha Khatri

## Wish To Learn More

If you are interested in learning more about bootcamps or the ways in which we engage with employers, we welcome the opportunity to connect with you.

Please contact Donna Muirhead - [dmuirhead@torontomu.ca](mailto:dmuirhead@torontomu.ca)