

Noah Barbaros

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Summary

Hey! I'm Noah—obsessed with startups and AI. I live by: "The best way to predict the future is to create it."

Experiences

Intern | Armilla AI | Toronto, Ontario

December 2024 – Present

- Led SEO & GEO/AIO efforts, driving 12x impressions (5.4K→66.2K) and 5x clicks (566→2.9K) in 3 months.
- Ranked #1 for high-intent KWs like "AI insurance" (from unranked).
- Grew backlinks 5x+ (1.4K→7.7K) and secured citations in Google AI Overviews & top LLMs.
- Presented strategy to 400+ at tech showcase.

Intern | Built for Impact | Toronto, Ontario

November 2024 – March 2025

- BFI is a startup supported by U of T Rotman & Western Ivey.
- Scaled outreach from 0 to 10,000+ high school students globally in < 2 weeks for the pilot launch.
- Made connections with university club executives from top business programs like Western Ivey, Queens Commerce, and Rotman.

Founder | Antifragility Labs | Toronto, Ontario

September 2024 – Present

- Built an AI-driven SEO/GEO agency that helps startups rank in Google, ChatGPT, Perplexity, and Claude
- Scaled clients to 12x impressions, 5x clicks, and 5x backlinks in 3 months.
- Secured consistent AI Overview and LLM citations for all clients across competitive, high-intent KWs
- Clients include: Mistral Ventures, Product Market Fit Show, North&Nova, and many more.
- Transitioning agency into software product to automate AI search optimization

Projects

CoVenture | Web Development & Design, Gained a "Figure it out" Mindset | [Website](#)

Samsung Executive Proposal | Frontend UI & Backend, Design Frameworks, Pitching | [Prototype](#) + [Deck](#)

IKEA Executive Proposal | MECE analysis, Frontend UI, Slide Deck Design, Pitching | [Demo](#) + [Deck](#)

Stock-Sentiment-Analysis | VADER, Web Scraping, Data Processing, & Visualization | [GitHub](#) + [Medium](#)

X (Formerly Twitter) Sentiment Analysis | Text Preprocessing, Polarity Classification | [GitHub](#) + [Medium](#)

Education

Port Credit Secondary School – 96% Final Grade 12 Average

Sept 2021 – Present

The Knowledge Society – In Velocity (top 7% of TKS students)

Sept 2024 – June 2025

Shad Canada – Western Campus

July 2024 – Aug 2024

YouTube – Everything Entrepreneurship

Sept 2024 – Aug 2024

Extracurricular

Awards: Winning Finalist Samsung Executive Proposal & Semi-Finalist IKEA Executive Proposal out of ~4000+ participants, 1st place Shad Design Project winner out of 100+ students, Scholars AI – NLP + Finance: Algorithmic Trading.

Clubs: Entrepreneurship club – 50+ active members. Organized events featuring VC's & entrepreneurs. Led pitch competitions, and worked with Ivey Morrisette.

Personal interests: Everything entrepreneurship and startups, AI, and soccer.

References

Lyn Chen: Mentor; YC, Thiel, Forbes 30u30 – lynchen008@gmail.com + [Reference Letter](#)

Kaya Gabrielle: Founder @ Built for Impact – kaya@builtforimpact.ca