



Work Experience

Teaching Assistant

SFU Beedie School of Business

Jan 2019 - Aug 2019

- Courses taught: BUS 343 (Introduction to Marketing) and BUEC 232 (Data and Decisions I).
- Educated students on leveraging MS Excel's Data Analytics ToolPak for developing regression models, pivot tables, and analysis of variances (ANOVA).
- Provided students with constructive feedback on the applications of marketing concepts which propelled over 40% of my students to land within the A range after the final exam.

Box Office Sales Attendant

TicketLeader

Jul 2017 - Jul 2019

- Operated TicketLeader's call centre to sell event tickets over the phone, assisting customers with ticket purchases, and resolving any ticketing issues.
- Multitasked between responding to customer emails and answering phone calls which helped lower the customer response time by 20%.
- Synthesized customer pain points and provided agile recommendations for the marketing team.

Marketing Intern

SFU Beedie School of Business

Apr 2018 - Aug 2018

- Wrote and published articles for the Graduate Student Newsletter and Employer Newsletter - reaching over 500 students and 5,000 employers per month respectively.
- Designed infographics and posters for social media, monthly newsletters, and print material to communicate with students and potential employers.
- Increased student newsletter's reach-to-click conversion rate by 50% within two months.

Extracurricular Experience

Program Participant, MAP

SFU Marketing Accelerator Program (MAP)

Feb 2020 - April 2020

- Selected as one of 12 program participants to improve the marketing for local clients.
- Managed seven successful client projects simultaneously within two months.
- Provided recommendations for marketing strategy, SEO, SEM, and content/brand management.

SFU SIAT Ambassador

School of Interactive Arts + Technology (SIAT)

Sep 2018 - Feb 2019

- Visited Greater Vancouver high schools and presented my outstanding design projects.
- Provided prospective students with adequate information about the SIAT program and maintain strong external relationships with staff and teachers.

Project Manager

SFU Student Marketing Association

May 2017 - Aug 2017

- Conducted market research for our client: Porto Cafe to help improve their brand strategy.
- Effectively managed a team of three Project Coordinators to create targeted campaigns which increased the company's organic reach by 30% by the end of the three-month project.

Corporate Relations Coordinator

SFU Human Resources Students' Association

Dec 2016 - Apr 2017

- Developed a program sponsorship package to attract organizations for sponsorship donations and partnerships. Acquired and maintained organizational relationships.
- Secured over \$1000 worth of sponsorship donations in two months.

Skills

UX Proficiencies + Strategies:

Ethnography | Personas | Interviews
Journey Mapping | Usability Testing
Wireframing | Mockups | Prototyping
A/B Testing | Project Management

Technical Tools + Skills:

MS Office | MS Visio | MS Project
Adobe Illustrator | InDesign
Photoshop | After Effects | XD
Axure RP | Sketch App | Figma
HTML | CSS | JavaScript | Java

Education

Simon Fraser University

Expected Graduation: Dec. 2021

Bachelors of Business Administration

Business / Interactive Arts & Technology

Concentrations in Marketing and Design

National University of

Singapore Aug. 2019 - Dec. 2019

Nominated as one of two SFU students to study abroad at NUS Business School

Achievements

Google Digital Marketing Certification

2020 April

President's & Dean's Honour Roll

2018 Fall

JDC West Strategy Camp Participant

2018, 2019

Peak Performance Case Competition

2017 Third Place

Elite Case Competition

2019 Second Place

SFU MAP 2020 Cohort