

Jordan Chan



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PROFESSIONAL EXPERIENCE

Incoming Marketing Intern (MIP) | Telus | Vancouver, BC May 2020

- Selected as 1 of 3 candidates from over 200 applicants for the 2020 Vancouver Marketing Internship Program (MIP)

Marketing Coordinator (Co-op) | BlackBerry | Ottawa, ON Sep 2019 - Dec 2019

- Planned three global events, ranging from 200 to 600 guests through: agile project management methodologies, communication with vendors, sponsors and attendees, creation of marketing content, post-event collateral and analytics.
- Exceeded the previous year's attendance by 100% by increasing awareness through Salesforce and Pardot.
- Managed design agencies to create digital collateral for global events and product marketing stakeholders.
- Curated BlackBerry apparel for our Developer Day event at the Ottawa location, consisting of over 450 employees.
- Led 38 interns as Co-Chair by planning events, communicating with the leadership team and managing budgets.

Marketing and Communications Intern | Genesis Robotics | Langley, BC May 2019 - Aug 2019

- Increased social media metrics by 40% in 4 months by utilizing social media management tools like Hootsuite and improving the quality and consistency of the digital marketing content.
- Created a PR strategy and identified key industry publications with the Director of Marketing to generate over 60 earned media articles about Genesis Robotics technology and first joint development agreement in the company's history.
- Created digital marketing reports using Excel and Hootsuite and presented the analytics to the senior leadership team.
- Automated routine marketing tasks through Hootsuite and Mailchimp by implementing scheduling and reporting features.

Google Retail Sales Representative | Mosaic North America | Vancouver, BC Oct 2018 - Aug 2019

- Achieved and exceeded Google's sales targets for various Best Buy locations by proactively engaging with Best Buy staff and customers through effective training sessions and product demonstrations.
- Participated in vendor training events across Canada to increase product knowledge and brand awareness.

Business Development Representative (Co-op) | HeadCheck Health | Vancouver, BC Sep 2017 - Dec 2017

- Conducted market research and data analysis to increase penetration of HeadCheck's concussion software product.
- Qualified over 1,500 leads by scheduling meetings and analyzing accounts and opportunities through HubSpot and Excel.
- Successfully launched into a new market through segmentation and data analysis using HubSpot and Excel.
- Ensured 132 teams throughout 10 hockey leagues used the product by planning and securing meetings with executives from the Canadian Junior Hockey League (CJHL), resulting in one of the largest revenue streams at the time.

EDUCATION

Simon Fraser University | Burnaby, BC Graduation: Dec 2020

Bachelor of Arts - Communications Major | Business Minor

- **Additional Programs:** Marketing Accelerator Program (MAP), Management Consulting Career Preparation Program (MCCP)
- **Scholarship and Awards:** Surrey Canadian Baseball Association Scholarship 2014, and Artona Award 2014
- **Academic Awards:** Dean's Honour Roll

Université de Montréal | Explore French Immersion Program Aug 2018

LEADERSHIP & EXTRA-CURRICULAR

Participant | SFU Marketing Accelerator Program (MAP) | Burnaby, BC Jan 2020 - Apr 2020

- Selected from over 60 applicants to participate in the 9-week intensive program focused developing various marketing skills
- Presented a new market penetration strategy for Microsoft Teams to a Product Lead at Microsoft Canada.
- Developed content, branding, social media, SEO and SEM marketing strategies for 7 companies.

Corporate Relations Coordinator | SFU Student Marketing Association | Burnaby, BC Sep 2018 - Apr 2019

- Secured over \$1,100 in donations & sponsorships along with guest speakers marketing panel events and a case competition.
- Cold called and built relationships with Electronic Arts, Canucks Sports and Entertainment and other local businesses.

Vice President of Communications | GIVE SFU | Burnaby, BC Sep 2016 - Sep 2018

- Managed communications among 16 club members and non-club members through email campaigns and direct messaging.

Umpire | BC Minor Baseball | British Columbia Mar 2008 - Aug 2018

- Umpired teams consisting of 4-to-24-year-old players and was selected for various AAA, AA and A Provincial Championships.

INTERESTS & SKILLS

- **Interests:** Played competitive hockey and baseball between the years of 2004 - 2016, allowing me travel across British Columbia and the USA. I continue to live an active lifestyle by hiking, skiing and playing hockey.
- **Technical Skills:** Microsoft Office Suite, G Suite, Salesforce, Pardot, HubSpot, Hootsuite, Google Ads, Google Analytics.
- **Marketing-Specific Skills:** SEO, SEM, Email Marketing, Email Automation, Paid Social Media Marketing.