







WINNIE MENG

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ABOUT ME

I am a creative business student with over 4 years of experience in marketing-related positions and 5 years of experience in graphic design.

I am passionate about digital marketing, brand management, and business analytics. My recent career experiences have been heavily project-driven with a focus on executing agile-marketing and developing effective communications.

I am also a driven challenge-seeker who is always ready to tackle problems, seek opportunities and meet new people.

SKILLS

Microsoft Suite - Word, Excel, PowerPoint, Visio

Adobe Suite - Illustrator, Photoshop, InDesign

Google Suite - Document, Spreadsheet, Slide, Forms

Social Media Management Tools - Hootsuite, Google Ads, Google Experiment, Facebook Ads, Asana, Campaigner

Analytics Tools - R, Tableau, Google Analytics, PowerBI

MARKETING EXPERIENCE

Marketing and Communications Assistant

Simon Fraser University, Advancement & Alumni Engagement | **Jan - Apr 2020**

- Generated a 25% increase in participation of the Valentine's Day giveaway by coordinating multimedia postings across 3 social media channels.
- Reduced 40% of time needed in tracking social media performance metrics by mapping and optimizing the processes using Microsoft Excel and PowerBI.

Communications and Information Design Intern

SAP, Marketing Data Compliance and Management | **Feb - Dec 2019**

- Optimized UX by 50% through launching a new team site with enhanced website architecture and design, for an audience of 2000+ SAP Marketing Stakeholders.
- Eliminated the design inconsistency across the team's communication content by developing a centralized style guide and multiple document templates.

Director of Marketing and Design

SFU BASS Mentorship Program (BMP) | **May 2018 - Feb 2019**

- Attained the KPI of recruiting 50 mentors and 100 mentees within 2 weeks by running multiple recruitment campaigns via BMP's social media platforms.
- Increased digital engagement rate by 35% and event participation by 10%, through the creation of 45+ digital and printed communication material.

LEADERSHIP EXPERIENCE

Event Chairperson

SFU Business Analytics Hackathon | **Sep 2019 - Nov 2019**

- Oversaw a student team to plan and organize the annual Business Analytics Hackathon (previously only ran by faculty members) within a 2-month timeline.
- Exceeded registration capacity of 25 teams and accumulated a waitlist of 10 teams within the first week of the event release, through implementing online and offline marketing activities targeting the senior Beedie students.

Research Assistant - Department of Marketing

Simon Fraser University, Beedie School of Business | **Sep 2018 - Jan 2019**

- Optimized the efficiency of 80+ lab sessions through developing effective lab management and data entry methodology by applying project management skills learned in class.

Teaching Assistant

Simon Fraser University, Beedie School of Business | **May 2018 - Dec 2019**

- Maximized the learning experience of 70+ students by mentoring and bridging textbook theories to real-life examples in 3 courses - Introduction to Marketing, Introduction of MIS, and Introduction to Human Resources.

EDUCATION

Bachelor of Business Administration - Marketing, Management Information Systems

Beedie School of Business, Simon Fraser University | **Expected Graduation: Oct 2020**

- Overall GPA: 3.70, Upper Division GPA: 3.92
- Business Analytics Decision Making Certificate; Co-operative Experience Certificate

Marketing Accelerator Program (MAP)

Beedie School of Business, Simon Fraser University | **Feb - Apr 2020**

- A 9-week skill development program that provided hands-on marketing experience to 5 start-up projects, and 2 internal case competition sponsored by Visier and Microsoft.
- An exclusive program where only the top 20% of the application pool was selected.

Google Digital Marketing Certificate | **Completed on Apr 2020**