

PERRY FUNG

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SUMMARY of QUALIFICATIONS

- Extension tutoring experience specializing in Mathematics and English
- Sound knowledge of social media platforms such as Facebook and Twitter
- Languages Skills : Python, Java, C+, HTML
- Tools/Technologies: 3D printing, Solidwork, Autocad, Photoshop, Canva, Arduino
- Leadership skills: Communication, Respect, Team Building skills

WORK EXPERIENCE

MB Property Management Inc

Jan 2023 – Present

Intern

Remote

- MB Property Management Inc is a solution-driven company that specializes in managing real estate properties.
- As Intern, I oversee our core strategies, product roadmap, ops, marketing, and fundraising.
 - Created engaging reels on Instagram that garnered over 500 to 1000 views, showcasing the properties managed by MB Property Management Inc. and highlighting their unique features. Utilized my skills in video editing using tools like Photoshop, DaVinci Resolve, and Wavepad Sound Editor to produce visually appealing and captivating content
- Achieved a 10% increase in Instagram Reel user traffic through a highly effective, on-brand content strategy co-developed with the marketing team.
- Increased impressions by 20% by staying on top of industry developments in social media marketing, video production, audio editing, SEO, and Google Ads.

Dominion Voting

Aug 2021-June 2022

Satellite Tabulator Officer

Trenton, CA

- Spearheaded the documentation and reporting of anomalies and issues in hardware and software products, notably ImageCast Precinct, resulting in an impressive 5% reduction in user errors during crucial voting operations.
- Developed an Excel document that uses Solidworks to compare and analyze existing tabulators, resulting in a 10% decrease in malfunction mistakes

Accelerated Accessibility

Oct 2021-Jan 2022

Social & Marketing Strategist

Remote

- Expanded the company's social media footprint on new platforms and its user base on current ones, such as LinkedIn, Twitter, and Instagram, by 20%.
- Created engaging written or graphic content using Canva and Photoshop

Canadian Tire

Oct 2017-June 2018

Sale Associate

Toronto, CA

- Worked alongside retail representatives to boost sales by enhancing products presentation
- Maintained and organized merchandise to drive continuous sales

EIM Technology

Intern

May 2023-July 2023

Developed and implemented successful marketing strategies resulting in a significant increase in leads and opportunities for the company.

Cultivated and maintained a strong network of marketing contacts, fostering valuable partnerships and collaborations to enhance the company's market presence

Leveraged data-driven insights to identify and target potential customers, leading to a substantial boost in sales and revenue through effective lead generation and conversion tactics.

Edututor

Intern

jan 2023-apr 2023

Utilized data-driven approaches and innovative outreach techniques to identify and engage potential customers, leading to a significant increase in the company's sales pipeline and revenue.

Developed and maintained strong professional relationships with key marketing contacts, fostering strategic partnerships and enhancing the company's brand reputation.

Meridian Health & Wellness

Intern

Nov 2022-Dec 2022

Successfully developed and executed a customized SEO strategy for Meridian Health & Wellness, resulting in a significant increase in organic website traffic and visibility on search engine results pages (SERPs)

Implemented on-page and off-page SEO techniques, including keyword research, content optimization, backlink building, and technical SEO improvements, leading to a measurable improvement in the website's domain authority and search engine rankings.

Utilized data-driven insights and performance metrics to continuously refine and optimize the SEO strategy, resulting in a measurable and sustained growth of online leads, conversions, and revenue for Meridian Health & Wellness.

Forest City SynBio

Intern

June 2022 - Aug 2022

Streamlined ClickUp Dashboard: Efficiently optimized cross-company ClickUp Dashboard to enhance project management and collaboration, resulting in improved team productivity and seamless communication across departments.

CRM Reporting Expertise: Demonstrated exceptional ability to draft comprehensive CRM reports, leveraging analytical skills to analyze data and extract actionable insights. Contributed to data-driven decision-making, leading to more effective sales strategies and increased customer satisfaction.

Creative Content Development: Successfully crafted three engaging newsletter drafts and three compelling marketing material drafts, showcasing exceptional writing and marketing skills. These materials contributed to increased brand visibility and engagement, driving higher conversion rates and customer acquisition.

Computer Science Tutor (seasonal) June 2021 - Present
Notabilia Education Center Toronto, Ontario

- Assisted with test preparation homework help study skills and improved note-taking using Flowchart and Notion
- Evaluated student development by hosting and planning small workshops on subject of interests
- Provided video tutoring using online platforms such as Zoom and Skype to students, giving the students a visual aspect of the sessions while helping them solve specific problems.

Cori.inc (Cannabis Store) June 2021 - Nov 2021
Sales Associate
Toronto, CA

- Designed graphical posters and banners using Canvas and Photoshop to promote specific merchandise and special events.
- Trained and developed new team associates in products, selling techniques and company procedures, improving sales by 10%.

Meta Cannabis Mar 2021 - June 2021
Sale Associate
Toronto, CA

- Worked alongside retail representatives to boost sales by enhancing products presentation
- Maintained and organized merchandise by using Microsoft Excels and Google Spreadsheet.

Private Tutor (seasonal) DEC-2019 to Present
Tutorbright

- Developed student confidence through attentive instruction in Mathematics and English, applying positive reinforcement strategies.

- Delivered personalized educational assignments and lessons to individual students to enable positive learning outcomes.
- Planned and facilitated tutoring workshops for student groups on subjects of interest.

Social & Marketing Strategist

OCT-2021 to JAN-2022

The A11y Coders

- Grows and expands the company's social media presence into new social media platforms, plus increased its presence on existing platforms including LinkedIn, Twitter, and Instagram.
- Created and distributed engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages
- Moderated all user-generated content in line with the moderation policy for each community

Fantasy Farm

Server,

09/2017 to 11/2017

Toronto, Ontario

- Collected credit card, cash and gift certificate payments and dispensed change for cash transactions.
- Helped customers place orders, explained menu items and suggested appropriate options for food allergy concerns.
- Created orders, documented special requests and followed up with kitchen personnel to foster top-quality service and minimize complaints
- Kept register accurate through correct billing payment processing and cash management practices.
- Collaborated with kitchen team to support order preparation, manage efficient deliveries and minimize customer service issues by verifying meals.

Personal PROJECT

Instagram Fitness Page

- A self-made fitness page dedicated to workout and healthy vegan dishes with over 700 followers
- Outreached different influencers to explore different strategies while cross-posting on each other platforms to gain up to 100 followers per day
- Used Instagram analytic to effectively deliver relevant contents, consistently bringing 100 to 1000 viewers per post

Comedy Youtube Channel

- Analyzed Youtube analytic and strategically uploaded an array of different short videos that accumulated a total of half a million view
- Created and posted merchandise on Teespring and Redbubble using Adobe Photoshop to drive sale while increase brand awareness to wider audience
- Researched and developed new trending captions to provide better user experience, boosted impression by 40% within a month.

EDUCATION

Mechanical Engineer	SEP-2018 to
Present	
Ryerson University	

High School Diploma	06/2017
Danforth C.T.I	-Toronto, Ontario
Awarded Ontario Scholar (June 2017)	

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LEADERSHIP SKILLS

Team member of Ryerson Robotic	DEC-2017 to MAR 2018
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- Designed the roof system and navigation system of an automated mar rover using Solidwork and Autocad
- Assisted team captain and member with developing safety protocol and documents utilized for building safety and maintenance

Certificate

Brainstation
Digital Marketing

Sep, 2022 Certificate in
Toronto, On

AGCO
Cannsell

Apr, 2021
Toronto, ON

CERTIFICATE OF COMPLETION-Workplace Wellbeing
Accessibility for Ontarians with Disabilities Act (AODA)

Nov 2022
Toronto, On

Certificate of Achievement: Faculty of Engineering and Architectural Science May
2020
Ryerson Next Program Toronto, On

VOLUNTEER EXPERIENCE

Club members (NEXT Program: Leadership Program)

SEP 2019 to JAN 2020

Ryerson University

- Developed team communications and information for practical job meetings.
- Resolved conflicts and negotiated mutually beneficial agreements between parties.
- Established proper professional relationships between clients
- Develop core leadership skills

Volunteer

MAY 2015 to SEP 2017

Providence Healthcare

- Worked out meal plans for seniors by listening to their preferences and needs.
- Helped nurses make meal plans for the elderly
- Maintained a neat appearance while multi-tasking

Holy Name Catholic School

June 2015

Cooperated with volunteers to created daily activities for campers

Crescent Town Club

June 2013-july 2013

Helped camp counselors make daily events

Habitat for Humanity

July 2013

Rebuild and renovated old furnitures

Technical Skills

Languages: Matlab,Python,Solidwork,AutoCad,Java
Tools:3D Printing, Photoshop, Canvas, Cura, Arduino