

# Emily Chen

Canadian | Female | 23 years old

*Target MSc: Management in Creative Industries / Arts Management*

*EDUCATION BA in Art History & Business Administration McGill University, Montreal 2020 - 2024*

*Double major focusing on the intersection of cultural heritage and commercial viability.*

*GPA: 3.9/4.0. Recipient of the Dean's Honor List.*

## PROFESSIONAL EXPERIENCE

Gallery Assistant Intern - Montreal Museum of Fine Arts May 2024 - August 2024

Coordinated logistics for a temporary exhibition of contemporary Indigenous art.

Assisted the development office in drafting grant proposals, securing \$50k in private funding.

Managed social media promotion for "Young Philanthropist" events, increasing attendance by 20%.

Marketing Intern - Toronto International Film Festival (TIFF) June 2023 - September 2023

Supported the digital marketing team in managing content schedules for the festival's official app.

Analyzed audience demographic data to optimize ticket pricing strategies for student segments.

Conducted competitor benchmarking on digital streaming platforms within the festival circuit.

## SKILLS

Technical: Adobe Creative Suite, Salesforce (Non-profit), Content Management Systems (CMS).

Analytical: Cultural policy analysis, Audience engagement metrics, Fundraising strategy.

## LANGUAGES

English (Native), French (Fluent), Cantonese (Conversational).

PERSONAL INTERESTS Cello (Grade 8), Film Criticism, Modern Architecture