

LISA CHEN

ADDRESS: 402-25 Grenville Street, M4Y2X5

E-MAIL: lisajia.chen@mail.utoronto.ca

MOBILE: (647) 869-0767

HONOR'S COMPUTER SCIENCE STUDENT WITH SALES AND MARKETING EXPERIENCE

SKILLS

- ❖ **Digital Branding:** created and executed brand strategy for online women's magazine and Toronto tech startup
- ❖ **Tools:** Python, HTML, CSS, Javascript, jQuery, Node-RED, Photoshop, InVision, Keynote, Hootsuite, Mail Chimp

WORK EXPERIENCE

IBM Canada | Summit Sales Intern (May 2016 – September 2016)

- ❖ Created presentations about IBM's commerce portfolio with case studies of client successes, which was sent to the CMOs of a national clothing retailer and a food services company to initiate a sales conversation
- ❖ Won 1st place in the National Intern Case Competition, where I crafted a home IoT sales presentation for a large Canadian insurance company that included two demo apps made with InVision, IBM Bluemix and Node-RED
- ❖ Conducted deep dives into potential clients and produced research decks with information on what the company does, industry SWOT, strategy, financial health, key people and actionable recommendations for sales leaders

Worklily | Director of Digital Marketing (May 2016 – September 2016)

- ❖ Created and executed digital branding strategy for Worklily; a Canadian startup that connects small and medium businesses with highly skilled IT freelancers
- ❖ Created original images and content for Twitter and LinkedIn pages using Adobe Photoshop
- ❖ Increased Twitter followers by 30% in 3-month period

IBM Canada | Market Development & Insights Intern (May 2015 – September 2015)

- ❖ Chosen out of 3 interns to present my marketing deck at Q3 strategy meeting with Director of Marketing
- ❖ Placed 2nd in the National Intern Case Competition where my team created a mock sales proposal around a Biometric Wearables startup based in Toronto that included our perception of the business problem, a walk-through of our solution, value proposition, financials and ROI as well as an implementation timeline

EXTRACURRICULAR INVOLVEMENT

CSC148: Intro to Computer Science | Peer Mentor (May 2016 – September 2016)

- ❖ Chosen to be 1 of 12 peer mentors out of class of 118, top 10% of entire class
- ❖ Created lesson plans and tutored students who needed help understanding class material

Her Campus University of Toronto | Co-Editor-in-Chief (April 2014 – May 2016)

- ❖ Founded U of T chapter of #1 online magazine for college age women <<http://hercampus.com/u-toronto>>
- ❖ Led a team of 22 writers who produced content that reached 15% of undergraduate female population weekly
- ❖ Increased traffic from an average of 500 views a week to 4,000-12,000
- ❖ Used Facebook, Twitter and Instagram to build brand awareness, host giveaways and engage with readers

Arts and Science Students' Union | Executive, Treasurer (September, 2013 – Present)

- ❖ Re-elected 3 times to represent academic interests of 23,000+ students in Faculty of Arts and Science
- ❖ Combat issues of inaccessibility and equity on campus by hosting widely attended seminars and speaker events such as Ta-Nehisi Coates in 2014, Toronto City Councilor; Norm Kelly and CEO of TTC; Andy Byford in 2015

EDUCATION AND AWARDS

University of Toronto | Bachelor of Arts (September, 2013 – Present)

History of Science and Technology, Computer Science, Communications

- ❖ Achieved Dean's list 2013 – 2016 with a GPA of 3.85
- ❖ Awarded Anne Marjorie Beer Scholarship for academic excellence, 2015
- ❖ Awarded William Crichton Webster Scholarship for academic excellence, 2014