

LISA CHEN

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SKILLS & QUALIFICATIONS

- ❖ **Customer research:** conducted in-depth research on top Canadian companies for IBM client acquisition
- ❖ **Digital Branding:** created brand image for online women's magazine using Facebook, Twitter, Instagram
- ❖ **Tools:** Microsoft Suite (PowerPoint, Excel, Word), Photoshop, Keynote, Hootsuite, Mail Chimp, Python, HTML, CSS

RELEVANT EXPERIENCE

IBM Canada

(May 2016 – Present)

Summit Sales Intern

- ❖ Created slide deck to be presented to C-suite executives on Client Value Method: IBM's answer to delivering value before, during and after a sale
- ❖ Collaborate with sales representatives to find information on prospective clients' pain points and strategy so IBM can create targeted sales pitches

IBM Canada

(May 2015 – September 2015)

Market Development & Insights Intern

- ❖ Assisted with client acquisition by researching top Canadian companies' financials, current events, future direction
- ❖ Presented company profiles to sales executives to create recommendations of which IBM solutions to sell
- ❖ Created solution for hypothetical client in case study encompassing Cloud, Analytics, Mobile, Social and Security
- ❖ Brainstormed and storyboarded 2 video advertisements for IBM Bluemix; a new Cloud PaaS offering

Her Campus

(April 2014 – April 2016)

Co-Editor-in-Chief

- ❖ Managed U of T's chapter of #1 online magazine for college age women <<http://hercampus.com/u-toronto>>
- ❖ Built chapter from ground up, growing team to 22 writers and 5 executives
- ❖ Achieved Silver Chapter Level status within 2 years; reach 15% of undergraduate female population weekly
- ❖ Grew Facebook and Twitter presence from 600 to 1,400+ followers through engaging content and giveaways

ADDITIONAL EXPERIENCE

Arts and Science Students' Union

(September 2013 – Present)

Executive, Treasurer

- ❖ Re-elected 3 times to represent academic interests of 23,000+ students in Faculty of Arts and Science in monthly meetings with the Dean
- ❖ Chair of Budget Review Committee that approves thousands of dollars in grants for Special Project Funding
- ❖ Combat issues of inaccessibility and equity on campus by hosting widely attended seminars and speaker events, 2014: Ta-Nehisi Coates, 2015: Norm Kelly (Toronto City Councilor), Andy Byford (TTC CEO)

Burberry

(February 2014 – May 2015)

Sales Associate

- ❖ Met and exceeded week sales goals of \$6,000-\$10,000
- ❖ Built meaningful connections with clients by following up post purchase with texts, e-mails, and phone calls

EDUCATION AND AWARDS

Victoria University at the University of Toronto

(September, 2013 – Present)

Bachelors of Arts,

- ❖ Double Minor in Communications, Computer Science, Major in History and Philosophy of Science/Technology
- ❖ Achieved Dean's list 2013 – 2015 with a culminate GPA of 3.85
- ❖ Awarded William Crichton Webster Scholarship for academic excellence, 2014
- ❖ Awarded Anne Marjorie Beer Scholarship for academic excellence, 2015