

# LISA CHEN

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## HONOR'S COMPUTER SCIENCE STUDENT WITH SALES AND MARKETING EXPERIENCE

### SKILLS

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

### WORK EXPERIENCE

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#### **IBM Canada | Summit Sales Intern**

**(May 2016 – September 2016)**

- ❖ Created slide decks about IBM's portfolio and who we are today, which was sent to C-suite of various companies to initiate a sales conversation
- ❖ Conducted deep dives into potential clients and produced research deck with information on company strategy, financial health, key people and actionable recommendations
- ❖ Prospected and cold called companies that align with IBM's Security Portfolio to spark interest in how IBM can keep company safe in changing digital era

#### **Worklily | Digital Marketing Intern**

**(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
- ❖ Increased Twitter followers by 21%+ 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
- ❖ Created sales pitch for potential client that utilized IBM's Cloud, Analytics, Mobile, Social, Security offerings
- ❖ Brainstormed and storyboarded 2 video advertisements for IBM Bluemix; a Cloud PaaS offering

### EXTRACURRICULAR INVOLVEMENT

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#### **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>>
- ❖ Achieved Silver Chapter Level status within 2 years; reach 15% of undergraduate female population weekly
- ❖ Increased traffic from an average of 500 views a week to 4,000-12,000
- ❖ Manage Facebook, Twitter, Instagram platforms to build brand, host giveaways, 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

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#### **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 culminate GPA of 3.85
- ❖ Awarded Anne Marjorie Beer Scholarship for academic excellence, 2015
- ❖ Awarded William Crichton Webster Scholarship for academic excellence, 2014