Sera Wong

Ryerson University | Bachelor of Computer Science 2023

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Summary of Qualifications

Languages: Python, Java, HTML5, Assembly

Tools: Eclipse, Visual Studio Code, Git, WordPress, InDesign, MailChimp

Microsoft Office: Excel, Word, Outlook, PowerPoint, Publisher

Experience

Technology Journalist | BetaKit   **Jan 2019 – June 2019**

- Reported on startup news, industry trends, and innovation in Canada's technology and entrepreneurial ecosystem
- Designed weekly newsletters for over 500 readers using HTML5
- Wrote 4-6 articles per day under tight deadlines and conducted interviews with tech experts to gain a thorough understanding of Canada's technology ecosystem
- Implemented a method to organize and prioritize potential articles using Google Sheets

Business and Technology Editor | The Eyeopener University Newspaper   **Sep 2017 – Oct 2018**

- Managed a team of 4 writers and devised content creation strategies for the business and technology section
- Used InDesign to create the layout of the newspaper pages, ensuring that all articles fit
- Wrote weekly articles pertaining to student affairs, business and technology
- Proofread each newspaper page, correcting all factual and grammatical errors before production

Consumer Researcher | Sensors Quality Management Inc   **April 2017 – Aug 2018**

- Assisted Southwest Airlines in developing a new customer service strategy to improve overall customer service experience
- Co-led a project to assess employee interaction with customers at Toyota
- Edited and compiled consumer experience reports for companies including VIA Rail and The Keg
- Managed SEO for the company blog and wrote weekly posts

Projects

Information Scraper

- Created a web scraper with Python to gather and analyze information regarding crashed flights and sorted by characteristics such as date and airplane model
- Organized and uploaded information programmatically onto an Excel spreadsheet