Amanda Mak

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Education

Sep 2014 Present	University of Toronto, Scarborough Campus, BBA Candidate 2018 Management Co-op 3rd Year, *Specialist in Marketing*

Professional Experience

Sep 2016 Dec 2016	Marketing Analyst, *CIBC Digital Sales & Strategy* • Managed mass and targeted marketing campaigns and updated ad content on CIBC.com, online banking, and mobile app • Leveraged Adobe Target to develop A/B tests and Experience Targeting on CIBC.com pages for personalizing and optimizing user experience • Created marketing reports and tracked the status of marketing campaigns through Adobe Analytics • Consolidated and validated data using Excel to support SEO and paid search
Jan 2016 Apr 2016	Communications Assistant, *Codan Canada Inc.* • Provided web support by implementing SEO techniques to improve the organic traffic for the corporate website • Supported content development by reviewing and developing press releases and articles • Updated the corporate website using a content management system and implemented content changes to the intranet using HTML

Extracurricular Activities

Apr 2016 Present	Co-President, *Enactus UTSC* • Developed partnerships with organizations and clubs to support business development and marketing efforts • Coordinated with external contacts, alumni, and faculty advisors to foster growth and create long-term plans for Enactus UTSC • Organized Enactus' annual consulting competition REACH to assist a community charity, generating $260 in sales
Jan 2015 Apr 2016	Vice President of Marketing, *Enactus UTSC* • Increased social media engagement by 137% by developing thought leadership pieces • Created promotional material and graphics using Adobe Photoshop and developed the Enactus Regionals and Nationals 2016 presentation • Collaborated with the marketing team to develop and implement marketing strategies to build the Enactus brand on campus

Additional Skills and Qualifications

- Adobe Marketing and Creative Cloud: Target Premium, Analytics, Photoshop, Illustrator
- Microsoft: Excel, PowerPoint, Word
- Programming Skills: Python, Java, HTML, CSS
- Baker and Coffee Maker