

# Amanda Mak

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## EDUCATION

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### University of Toronto

*Sep 2014 – Present*

Expected Apr 2018, BBA: Business Management, *Specialist in Marketing*

Courses: Market Research, Advertising, Sales & Distribution Management

## SUMMARY OF QUALIFICATIONS

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- Project management: skilled in effective decision making and efficient team working to meet deadlines
- Experienced in using Microsoft Excel, PowerPoint, and Visio
- Proficient in using Adobe Target and Analytics to personalize webpages and track KPIs
- Strong in Adobe Photoshop to create posters and graphics for presentations and promotional purposes
- Programming Skills: Python, Java, HTML, CSS

## PROFESSIONAL EXPERIENCE

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### TEACHING ASSISTANT, Marketing Management, University of Toronto

*Sep 2017 – Present*

- Provided support and assistance to students in a 2<sup>nd</sup> year marketing course through email correspondence and marking case analyses for a class of 140 students

### PROJECT ANALYST, Ontario Ministry of Energy

*May 2017 – Aug 2017*

- Supported testing and development of a CRM to be used by Service Ontario and Ministry of Energy staff to support implementation of [O. Reg. 20/17](#), and created technical training guides to facilitate usage
- Drafted and reviewed communications materials to answer inquiries and provide customer support
- Assisted over 30 organizations with reporting under [O. Reg 397/11](#), resulting in a 99% compliance rate
- Performed analysis on large sets of data using pivot tables and organizing information into graphics

### MARKETING ANALYST, CIBC

*Sep 2016 – Dec 2016*

- Managed 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 verified data in Microsoft Excel by using VLOOKUP to support SEO

### COMMUNICATIONS ASSISTANT, Codan Canada

*Jan 2016 – Apr 2016*

- 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

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### PRESIDENT, UTSC Asian Christian Fellowship

*Apr 2017 – Present*

- Facilitating the planning and execution of weekly programs and social events for over 40 members

### CO-PRESIDENT, Enactus UTSC

*Apr 2016 – Apr 2017*

- Coordinated with external contacts, alumni, and faculty advisors to foster growth and project planning

### VICE PRESIDENT OF MARKETING, Enactus UTSC

*Apr 2015 – Apr 2016*

- Increased social media engagement by 137% to promote and build the Enactus brand on campus

### CO-PRESIDENT AND CO-FOUNDER, Build Blue

*Apr 2015 – Apr 2016*

- Developed, planned and executed the Social Innovation Summit, a platform of discussion for social issues