Amanda Mak

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Education

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

Professional Experience

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
	• Performed market research on competitors' social media and website content to assist with business development planning
	• 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*
	• Acted as a spokesperson for Enactus UTSC by liaising with other on-campus organizations to ensure efficient talent acquisition
	• Delegated tasks and planned long-term projects alongside other Vice Presidents
	• Organized the development of the script and presentation for the Enactus Nationals Exposition 2016 with a team of 6 members

May 2015 Apr 2016	Vice President of Marketing, *Enactus UTSC*
	• Created promotional material and graphics for Enactus using Adobe Photoshop, and developed the Enactus Regionals Exposition 2016 presentation
	• Increased social media post engagement by 137% by developing thought leadership pieces and relevant graphics
	• Coordinated with the marketing team to develop and implement marketing strategies to build the Enactus brand on campus

Apr 2015 Jan 2016	Co-President, *Build Blue*
	• Planned and coordinated the Social Innovation Summit by reviewing delegated tasks performed by other members and directing the logistics on the event day
	• Communicated with other executives to develop tasks and deliver on short-term goals
	• Restructured the organization to create a more efficient managerial system and streamlined approach to operating the team

Relevant Skills and Qualifications

- Adobe Photoshop and Microsoft Office (PowerPoint Presentations, Excel, Word)
- Computer Programming Languages: Python, Java
- Implemented social media strategies for Enactus UTSC to increase reach and social engagement, and developed the Twitter account for @UTSCEnactus
- Developed the Build Blue website to increase awareness and create a professional appearance for the organization using Bootstrap and HTML