

anton chow

3A science and business

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416.577.3587

experience

Administrative Director & Marketing Lead - Waterloo

May 2019 - Present

- Leading administrative team of **20+ members** to develop and nurture sponsorship relations
- Created "[Team Tuesdays](#)" and "[Member Mondays](#)" campaign to develop social media narrative; improving Facebook **post engagement by 230%**
- Interpreted data into easy-to-read Excel dashboards to better monitor social media **performance indicators** and goals

Program Coordinator Intern - Across U-hub

July 2018 - Sep 2018

- Designed successful event theme for Youth Leadership Training Program, developing brand identity
- Pitched public presentation to **Minister of Small Business and Export Promotion** for government funding
- Automated data entry and storage process of member information using Excel macros

projects and coursework

Marketing Plan - SCBUS 123 Workshop 1

Sep 2019 - Dec 2019

- Designed [slide deck](#), logo, and UI/UX for [prototype](#) of mock, innovative product
- Surveyed **80+ students** to draw key insights on student behaviour and implement user-focused features
- Collaborated with team to analyze hypothetical competitors and define business strategy

skills

Storytelling
Leadership
Communication
Data Analysis

tools

Excel
Power BI
Google Analytics
HTML/CSS
Photoshop
Illustrator
SQL

education

University of Waterloo

Candidate for B.Sc in
Science and Business
Sept 2017 - Present
(Expected 2021)

awards

The Duke of Edinburgh's
Bronze Award, 2017

Toastmaster's Youth
Leadership Program, 2017

interests

Jazz piano, poker,
reading, Star Wars,
boardgames