

# anton chow

3A science and business

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## experience

### Marketing Co-Lead - Waterloo

May 2019 - Present

Created member spotlight campaign to develop social media narrative; improving Facebook **post engagement by 230%**

Inspired team members to share genuine experiences regarding Waterloo through candid interviews

Interpreted data into easy-to-read Excel dashboards to better monitor social media **performance indicators** and goals

### Program Coordinator - 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

## leadership

### Administrative Coordinator - UW Science Society

Sep 2017 - Dec 2018

Launched speed networking event to "match" over **80 undergraduate science students** with mentors

Established partnerships with departmental clubs to form campus-wide mental health initiatives

Advocated concerns of first year science students as liaison between Science Society and Science Board of Directors

## skills

Storytelling  
Leadership  
Communication  
Data Analysis

## tools

Excel  
Power BI (WIP)  
Azure (WIP)  
HTML/CSS  
Photoshop  
Illustrator  
Figma

## 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