

# Isabelle Yam

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Richmond Hill, ON

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## Objective

A highly motivated and detail-oriented Professional Writing graduate with practical experience in digital authoring, corporate writing, and website design. Currently studying for a graduate certificate in Business Analytics. Adept in client relations, content creation, and operational efficiency, with a proven ability to streamline processes in high-paced environments. Proficient in a variety of software tools, including Excel, ISM, Macros, HTML, and multimedia applications. Seeking a dynamic role that leverages my skills in digital content creation, project management, and technology integration.

## Education

**York University – Faculty of Liberal Arts & Professional Studies, Writing Department**  
Toronto, ON | Graduated June 2024

**Honors Bachelor of Arts (HBA) in Professional Writing**

- **Specialization in Digital Authoring and Corporate/Organizational Writing**
- Courses: PRWR2001 - Writing in Digital Cultures, PRWR3001 - Intermediate Digital Authoring, PRWR4001 - Digital Authoring Practicum, PRWR3003 - Introduction to Corporate Writing, PRWR4003 - Organizational Writing Practicum

**Seneca College - Seneca Business, School of Management & Human Resources**  
Newnham, ON | Jan 2026 - present

**Ontario Graduate College Certificate in Business Analytics**

- **With co-op option (BANC)**
- Courses: BAN100 - Statistics for analytics, BAN110 - Data Preparation and Handling, BAN120 - Analytics Case Studies, BAN130 - Programming for Analytics, BAN140 - Introduction to Data Visualization, BAN150 - Strategic Leadership in Business Analytics, BAN200 - Sentiment Analysis and Text Mining, BAN210 - Predictive Analytics, BAN220 - Security, Privacy and Ethics for Business Analytics, BAN230 - Applied Data Mining and Modelling , BAN240 - Business Analytics Consulting Capstone Project, WTP100 - Work Term Preparation, BAN441 - Business Analytics, Work Term

## Work Experience

### TD Wealth Management

*Operations Officer 3 – Full-time Contract*  
Toronto, ON | December 2024 – Present

- Process high-volume client transfer requests (both non-registered and registered accounts), ensuring timely and accurate execution across various lines of business, including Direct Investing, Private Investment Advice, Private Investment Counsel, and Financial Planner clients.

- Manage both full and partial transactions (in cash and in-kind), adhering to policies and procedures to ensure error-free transactions.
- Execute automated desk macros for bulk transactions at 9 am, 12 pm and 4 pm, ensuring accuracy and efficiency in processing high-volume transactions.
- Collaborate with business partners and credit teams to resolve complex client transfer issues within SLA timeframes, maintaining client satisfaction.
- Utilize enterprise systems such as ISM, Ticketing, Wealth360, and WSR to track, process, and investigate transactions, improving workflow accuracy.
- Actively engage in team meetings to discuss workflow, address issues, and review transactions handled, fostering a collaborative environment for continuous process

## **Elections Ontario**

*Deputy Returning Officer*

*Richmond Hill, ON | February 22, 2025*

- Scanned and processed voter ballots during the Provincial Election, ensuring accuracy in compliance with the election software system.
- Verified voter identification through a driver's license, ensuring compliance with election regulations.
- Provide clear guidance to voters on the ballot voting process, ensuring a smooth and informed voting experience.

## **Elections Canada**

*Deputy Returning Officer*

*Richmond Hill, ON | April 28, 2025*

- Manually processed and verified voter ballots in accordance with federal election procedures.
- Accurately counted ballots and ensured voter records and results were reconciled and balanced.
- Provided clear guidance and support to voters, demonstrating strong communication and customer service skills.
- Performed essential administrative and operational tasks, including preparing ballot materials, maintaining voter lists, and setting up voting stations.

## **Downtown Association**

*Website Feature Article Writer*

*Sault St. Marie, ON – Remote | May 2022 – August 2022*

- Designed a template for business interview questionnaires, optimizing the process of gathering key insights from local businesses.
- Conducted interviews with local business owners in the Sault Ste. Marie community to understand their operations and impact on the local economy.
- Authored an article spotlighting these businesses, aimed at promoting the vibrant small business scene in the Sault Ste. Marie community, increasing community awareness, and encouraging support for local enterprises.

## **Internship Experience**

### **Digital Rhetoric Privacy Collective**

*Website Designer, DRPC Intern for course PRWR4001*

*Texas, USA – Remote | January 2024 – April 2024*

- Collaborated with Professor Dr. Charles Woods on revitalizing the non-profit organization's website, enhancing its design and functionality to better serve its audience.
- Utilized a comprehensive toolkit, including Phoenix Code, JavaScript, and HTML, to update the site's structure and features.
- Applied multimedia tools such as Zoom Recording, iMovie, Adobe Illustrator, and Audacity to create and integrate visual and audio content, enriching the site's overall user experience.

## **Volunteering Experience**

### **York University Professional Writing Students Association (PWSA)**

*Junior Web Designer for Annual Symposium*

*Toronto, ON – Remote | July 2022 – August 2022*

- Contributed as part of the technical support team for the symposium, researching and implementing the use of Q&A features within Zoom software to facilitate smooth interactions and audience engagement.
- Assisted panelists with uploading and formatting their content on WordPress, ensuring a seamless experience for both speakers and attendees.

## **Skills, Activities, & Interests**

### **Technical Skills**

- Canva, Google Slides, Google Docs, Microsoft 365, Excel, PowerPoint, Gmail, Notepad, Word Docs, ISM, HTML, iMovie, and Adobe Illustrator.

### **Core Competencies**

- Multitasking, teamwork, organization, and communication.

### **Awards**

- Student Life Award Entrance Scholarship, York University
- Member of the Dean's Honour Roll Graduation Honours, York University
- Visual Arts Graduation Award (Grade 8), Silver Pines Public School
- Most Improved Award and \$500 Scholarship, Georgia's Arts and Dance Cultural Centre (2010)

### **Interests**

- Reading, music, film, drawing, gaming, piano, and dance.