


CATHY DU

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 ducathy

 cathydu.com

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SKILLS

DESIGN

InDesign
Photoshop
Illustrator
Figma
Sketch
Wireframing

DEVELOP

HTML
CSS
Python
Google Analytics
WordPress

SOFTWARE

Word
Excel
PowerPoint

EDUCATION

Bachelor's of Commerce

Queen's University
Kingston, Ontario
Class of 2020

CONFERENCES AND COMPETITIONS

Communitech Design to Win	2017
ICBC Final Weekend	2017
TEDxQueensU	2017
Queen's Case Competition	2016
DECA Internationals	2015 - 2016
DECA Provincials	2014 - 2016

INTERESTS

Fashion Design
Fashion Illustration
Performing Arts

EXPERIENCE

Social Media Coordinator Oct 2016 - Mar 2017

437 Swimwear

Increased sales by 60% and yielded over 8 new partnerships by conducting market analysis' to identify new partnership opportunities within 6 months

Improved company exposure by 80% by researching and developing new marketing strategies for Instagram, Pinterest and Facebook

Analyzed user data and community engagement on Google Analytics and Facebook Insights to define user behaviour patterns tailoring new marketing strategies

EXTRA-CIRRICULARS ACTIVITIES

Director of Marketing and Publications Present Inter-Collegiate Business Competition

Coordinate with multiple executive members to plan and execute promotional strategies on Facebook and the Queen's D2L Portal for the upcoming year 2017-2018 academic year

Utilize Adobe InDesign for sponsorship and recruitment packages as well as Adobe Photoshop for portrait touching up and Adobe Illustrator for creating promotional materials

Junior UI/UX Designer Present ComSoc Agency

Re-built and updated the CREO Solutions website using WordPress within 1 week

Created multiple low-fidelity wireframes for the new ComSoc Agency website built using Squarespace

Utilizing Figma and Sketch to create high fidelity wireframes for the Smith Room Booking re-build

Head of Publications Present Queen's Conference on Business and Technology

Worked with the marketing team alongside the IT team to create sponsorship material that is aligned with this year's proposed conference theme

Facilitate marketing decisions to ensure branding coordination throughout social media outlets as well as sponsorship and speaker packages