**Ying Cong (Cathy) Zuo**

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**Education**

**University of Toronto, St. George, Faculty of Arts & Sciences**, Toronto, ON

**Program:** Life Sciences, intended Environmental Science + Economics major

**Expected Graduation:** 2024

**American International School of Guangzhou**, Guangzhou, China (Graduated 2020)

**Employment**

**Part-time Employee**, Agate Coffee (December 2020 – Present)

* Performed daily operations and learned about coffee and foodservice operations.

**Intern, Strategic CRM Department**, GF Securities(June 2020 - August 2020)

* Performed in-depth research, analysis, and produced report of 1 strategic client. Acquired financial knowledge and exercised communication skills.
* Organized 1 department event and gave public speech in of 20+ employees.

**Management Trainee, The Eatery at Four Points by Sheraton, Guangzhou (July 2019 – August 2019)**

* Boosted customer satisfaction through communications and daily operations at and the Lobby Lounge. Averaged 40+ hours per week.

**Projects**

**Founder, pHOPEto Charity Project** (May 2020)

* Founded online photo charity sale project in collaboration with Stars Youth Development Center. Raised 2000+ RMB within 3 days to purchase educational supplies for children in need.

**Extracurricular Activities**

**Member, UofT SDG Hub** (October 2020 – Present)

* Learning about the United Nation’s 17 sustainable goals through accomplishing the SDG Students Program Certificate. Editor for sustainability research journal.

**Delegate, DECA UTSG Chapter** (October 2020 – Present)

* Acquired knowledge about industry management, marketing, and operations strategies and applied them to scenarios to solve problems. Improved presentation, public speaking and networking skills.

**Freelance Photographer** (August 2020 - Present)

* Shot and edited commercial photos for local small restaurant businesses, communicated with diverse populations, learned about marketing and restaurant operations through conversation and observation.
* Managed marketing operations on MeiTuan apps (similar to Yelp) for a local restaurant (5,500+ RMB monthly revenue earned through platform). Designed sales and coupon strategies.

**Management Director, Associated Student Body - Pulse (August 2016 - March 2020)**

* Managed project preparation and administration for 10+ major school events to promote school spirit and increase student engagement. Led groups in event planning and marketing.

**Chief Operations Officer and Co-Coordinator, Business Club (August 2018 - March 2020)**

* Led weekly meetings with 20+ students. Set and pursued long-term and short-term goals. Formulated sales and operation plans, managed club business sales twicea week.
* Planned and executed 3 Special Sale events (300+ RMB profit per sale).

**Cornell Summer School** (June 2019 – July 2019)

* HADM1102: Hospitality Operations Management – Entrepreneurship in the Food and Beverage Industry (Grade: A)
* Formulated food truck business plan with teammates of diverse backgrounds. Learned about industry trends and operations, conducted customer and competitor research, interviewed local restaurant and food truck businesses.

**Awards & Achievements**

**Round 2 participant, Canada Comeback Challenge**, Business+Higher Education Roundtable (September 2020 – Present)

Entered top 50 teams out of 2,800+ competitors with solution (air disinfecting product) for helping Canadian restaurants recover from the COVID-19 pandemic, create safe dining and working environments and regain consumer confidence.

**Honor Roll**, American International School of Guangzhou (Grades 9, 10, 11, 12)

**Highest Honor,** American International School of Guangzhou (Grade 12)

**Certificate of Distinction (top 25%) in Fermat and Hypatia Contests,** University of Waterloo (2019)

**Algebra Top 25% Distinctions,**ASDAN Math Tournament (2019)

**Geometry Top 40% Honorable Mentions,**ASDAN Math Tournament (2018)