

# Cheryl (Chu Yue) Lin

Cheryl.Yue.Lin@gmail.com | 519 878 8311 | 260 Fairglen Ave, Toronto ON

## OBJECTIVE

An adventurous and motivated individual seeking a challenging environment that pushes me to pursue opportunities outside my foundational knowledge and comfort zone

## EDUCATION

**Bachelor of Medical Science,**  
Honors specialization in  
Physiology with Scholars  
2013 – Present  
University of Western Ontario

## QUALIFICATIONS

- \* Fluent English; Conversational Mandarin
- \* Standard First Aid and CPR-C
- \* Microsoft Office and Microsoft Sharepoint
- \* Experience with Photoshop
- \* Experience with marketing and communications platforms such as Salesforce, Slack, MailChimp, Boomerang

## HOBBIES & INTERESTS

- \* **Visual Arts** - Calligraphy & Sketching
- \* **Travel & Outdoors** – Hiking, Cross – Country Road trips, Canoeing, Kayaking
- \* **Health and Wellness**

## EXTENDED RESUME & REFERENCES

Available Upon Request

## INVOLVEMENT & EXPERIENCE

- \* **Quality Assurance Intern** | Sanofi Pasteur | May 2016 – Present
  - Implement new management methods for the Quality Operations Sterility Assurance department
  - Design, create, maintain Sharepoint platforms for various groups within Sanofi
  - Organize, analyze environmental trending information of production platforms
- \* **Human Capital Director** | Nspire Innovation Network | Mar 2016 – Present
  - Design, create, maintain a front-end resource (Npedia) to track Nspire initiatives from 2013 onward using Google Sites
  - Evolve Nspire's start-up model and culture to parallel with current BizTech spaces in Canada by implementing structured internal management
  - Develop synergy promotion between front-end and back-end initiative teams
- \* **Organizations Coordinator** | CHRW 94.9FM Radio Station | Sep 2015 – May 2016
  - Develop, apply key performance indicators of CHRW 94.9's interaction with the student population
  - Organize creative cross-promotional events and content between CHRW and clubs/organizations to showcase talent and promotional opportunities
- \* **HealthTech & FinTech Director** | Nspire Innovation Network | Jul 2015 – Mar 2016
  - Plan, develop content for the National Business and Technology Conference 2016 Health technology and Financial Technology competitions while working with sponsors such as Telus | Health, Sun Life Financial, and Wealthsimple
  - Work with the Business Development and Marketing teams to reach out to companies and corporations to sponsor and participate in competitions
- \* **Corporate Relations** | UWO Success Centre | Sep 2014 – Present
  - Develop, execute career related events such as career fairs and company presentations for Western students and alumni
  - Network as a liaison between the Student Success Centre, Western Students, and future employers and recruiters
  - Manage logistics to ensure events run smoothly
- \* **Director of Sales** | AIESEC Western | Sep 2014 – Dec 2015
  - Collaborate with the Marketing team and London non-for-profits to implement campaigns to increase public awareness of AIESEC's social media platforms, regional conferences, and networking events
  - Identify and implement key performance indicator analysis to increase client pool and sales goals for AIESEC Western
  - Create a new management system to target areas of weakness within the portfolio while maintaining high levels of motivation in account managers/team managers