

# Bryce Du

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## Summary

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Results-driven marketing consultant with experience in social media management and business development, complemented by a strong background in IT quality assurance. Adept in automation and software testing and proficient in multiple programming languages and testing frameworks, with a solid foundation in data reporting and analysis. Passionate about leveraging technical expertise and marketing insights to drive business growth.

## Skills

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**Languages:** C++, C, Python, SQL, JavaScript, R

**Technologies:** Microsoft 365, R Studio, Google Suite, Selenium Framework, HP ALM, PL/SQL Developer, Microsoft TFS, Azure DevOps

**Other:** Employee onboarding, Communication, Teamwork, Problem-solving, Adaptability, Conflict resolution, Time management

## Education

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**University of Toronto**

*Sept 2019 – June 2024*

*HBSc in Statistics & Political Science*

- **Coursework:** Introduction to Databases and Web Applications, Introduction to Applied Statistics, Introduction to Business

**Jincai High School International Division**

*June 2019*

*IB Diploma Program in International Baccalaureate (IB)*

## Experience

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**Junior Marketing Consultant**

*Markham, ON*

*Be Shine Textile*

*Nov 2022 – Dec 2023*

- Created and managed social media accounts, resulting in improved lead generation and traffic for advertising materials by 30%
- Established rapport with sales prospects, fortified positive long-term relationships, and provided information to customers on benefits of quality textiles in buildings
- Identified business development opportunities and coordinated with the sales team to develop presentations and sales strategies for reaching customers within service area
- Coordinated with multiple departments to successfully promote new product launches and reach new customers

**IT QA Assistant**

*Toronto, ON*

*Ministry of Education*

*Jan 2021 – Aug 2022*

- Increased efficiency by writing new automated test scripts that sped up automated software test execution by up to 600%
- Attained strong proficiency in writing detailed progress reports using Excel that provided a clear understanding of test execution status to managers
- Utilized ability to learn quickly to become competent in using technologies such as Selenium Framework, HP ALM, PL/SQL Developer, and more to fulfill responsibilities
- Acted as a mentor in new employee onboarding processes to successfully train recruits in IT QA technologies and workflows
- Electronically recorded and maintained up-to-date timelines and agendas to facilitate workplace efficiency

## Projects

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### SnekBox

[github.com/dbryce712/SnekBox](https://github.com/dbryce712/SnekBox)



- Developed custom firmware for use with leverless controllers in competitive fighting games
- Tools Used: C++, JSON