

ELAINE GAO

elaine.gao@queensu.ca | (604) 468-8913 | [linkedin.com/in/elaine yngao](https://www.linkedin.com/in/elaine yngao) | elainegao.com

EDUCATION

- Bachelor of Commerce**, Smith School of Business, Queen's University, Kingston, ON **Class of 2020**
- Recipient of 2017 D.I McLeod Dean's List with Distinction (Top 10% in Commerce class with 400+ students)
 - Notable Coursework: Python Programming, Statistics and Forecasting Methods, Digital Strategy (SQL)
 - Cumulative GPA: 3.97/4.30
- Dogwood Diploma**, Pinetree Secondary School, Coquitlam, BC **Class of 2016**
- 4-time recipient of Top All-Around Student Award out of 400+ students, recipient of Dogwood Authority Scholarship recognizing top 5500 students in British Columbia
 - Selected as graduating class Valedictorian, delivered farewell address to 2000+ guests at graduation ceremony

PROFESSIONAL EXPERIENCE

- Product Associate**, Finn AI, Vancouver, BC **May 2018 – Present**
- Prototyped multiple iterations of product feature, established success metrics, and tested iterations on 18 individuals- 94% responded that features were better alternatives to existing products, 100% would be willing to use again
 - Prioritized new feature in product roadmap and sprint backlog, forecasted average number of stories completed per sprint
 - Presented prototypes to 53 employees including CEO and developers to guide future product development
- Grad Maps Project Assistant**, Queen's University Career Services, Kingston, ON **2016 – Present**
- Initiated and maintained email correspondence with 70+ stakeholders to create 100+ career guidance and marketing documents for every degree program on campus
 - Managed deadlines using Excel tracker to ship all documents within 4 month deadline

EXTRACURRICULAR EXPERIENCE

- BizTech Challenge Coordinator**, Queen's Conference on Business and Technology, Kingston, ON **2018**
- Pitched a case partnership to 5+ strategic innovation firms, secured Idea Couture to deliver design thinking case challenge
 - Launched marketing campaign resulting in 150% increase in social media activity from the previous year
- Product Manager**, Queen's Technology and Media Association, Kingston, ON **2017**
- Managed team with 2 developers and 2 analysts to build a ridesharing network platform over 10 product sprints
 - Pitched product to product managers and won 1st place out of 3 teams at a mock venture funding competition
- Finance Director**, Kingston Student Housing Co-operative, Kingston, ON **2017**
- Developed budget assumptions, forecasts, and fee increase proposals for co-operative with \$1.3+ million in annual revenue
 - Presented fee increase proposals to members, approving 3% increase in annual fees and achieving net income of \$30,000
- Editor-in-Chief**, Pinetree Secondary School, Coquitlam, BC **2015**
- Delegated tasks with co-editor to over 60+ students to gather content for a 256-page yearbook in 8 months
 - Coached 30+ students to use Adobe Photoshop, Adobe InDesign, and DSLR cameras
 - Released marketing campaign to sell yearbooks, achieving profitable revenue exceeding \$50,000 project cost
 - Awarded \$500 scholarship from yearbook publisher for outstanding layout design and contribution

ADDITIONAL INFORMATION

- I ship digital products by empathizing with users, building prototypes, establishing success metrics, designing user experiments, and presenting insights to developers
- SKILLS: Highly proficient in HTML, CSS, Sketch, Adobe InDesign/Illustrator, Python, Grel, R, and presentation delivery
- INTERESTS: Attending hackathons as a developer, curating a capsule wardrobe, literary analysis of Jane Austen works