

ELAINE GAO

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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, Statistical Forecasting Methods, Marketing Research
- 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 Valedictorian by graduating class, delivered farewell address to 2000+ people at graduation ceremony

PROFESSIONAL EXPERIENCE

Product Associate, Finn AI, Vancouver, BC **May 2018 – Present**

- Prototyped product features from user stories, established success metrics, tested product on 18 participants- 94% responded that product was more useful than existing solutions
- Prioritized user stories in product roadmap and sprint backlog, forecasted number of stories completed per sprint
- Presented prototypes to 53 employees including CEO and developers to guide future product development

Marketing and Design 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 number of submissions 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 delightful digital products by empathizing with users, building prototypes, establishing success metrics, testing on users, and presenting insights to developers
- INTERESTS: Attending hackathons as a developer, curating a capsule wardrobe, increasing consumer financial agency
- SKILLS: Highly proficient in Adobe InDesign, HTML, CSS, Sketch, Python, presentation delivery, data analysis and forecasting