**Chen Shen**

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* Trained frond end web developer, HTML, CSS, jQuery, Sass, AngularJS and JavaScript.
* Involved in marketing, projects coordinating and administration for small business, student’s organizations and non-profit organizations;
* Proven ability to build strong relationships with customers;

Experience:

**Chaoying Healthcare**

Marketing Assistance August 2014 – March 2015

* Digitized the clinic’s databases for easy access and storage. Set up email marketing campaign to stay in touch with the existing clients. Attracted new clients by advertising on local newspapers, community boards and online. The clinic acquired 10 new long term clients.
* Increased customer satisfaction with new services like post-visit phone calls, personalized emails and offering health tips.
* Cutting down 15% operational cost by moving the operation from paper to cloud based technology.

**Banana Republic**

Sale Associate Nov 2013 - June 2014

* Normal weekday interacted with 30+ customers, improved their shopping experience with friendly and efficient services. Interacted with 80+ customers per day on holidays, with same standards.
* Clearly communicated with the customers and prioritized the most urgent requests to meet the needs in time. The store was a popular destination in the mall thanks for the outstanding customer services.
* Created a welcoming shopping environment with merchandises well-organized down to every detail.

**Interfraternity Council**

Vice President of Internal Affair March 2011 - April 2012

* Optimized the promotional campaigns for the IFC community services programs and charity events. The participating rate of those programs and events was drove up almost 100% compared with the year before.
* Enlisted 200 hours’ community services from the member chapters by organizing seasonal community clear-up and other projects
* Built an events calendar to coordinate events and functions from14 member chapters to avoid conflict of interests.
* Built a new website of the council with Vice President of Finance.

**Delta Upsilon Fraternity Alberta Chapter**

Vice President of Public Relation January 2010-January 2011

* Cultivated healthy relationship with the local community, the university and other organizations by encouraging members to build contacts and get involved in community building.
* Raised over $3800 for charities through organizing and participating fundraisers.
* Organized 10 more social events comparing to last year by coming up with new ideas for events.

Education:

**Bitmaker Labs** February 2015 – April 2015

Front End Development

**University of Toronto School of Continuing Education** September 2014-Now

Certificate of Marketing

**University of Alberta** June 2013

Bachelor of Arts Majored in Sociology, minored in Political Science

**Volunteering:**

**Welcome Host**  July 2015

Evergreen Brick Work

* Introducing visitors to the unique facility and services of the Evergreen Brick Work. A community environmental centre that inspires and equips visitors to live, work and play more sustainably.