MELISSA LI

+1 (647) 390-8048 | melissa.feng.li@gmail.com | im-mel.github.io

EDUCATION

McGill University - Montreal, QU   *September 2017 – April 2021*
Bachelor of Arts and Science 2021 - Major Cognitive Science, Minor Computer Science

EXPERIENCE

Undergraduate Researcher, Computational Cognitive Neuroscience Lab- Montreal Neurological Institute
June 2019 - Present
- Collaborating with two software engineers to refine new experimental tasks in Python, increasing viable experimental data points by 30% and decreasing deployment time by 15%
- Leading 3 interns in trials: managing project schedules, task delegation and progress reports to coordinator
- Using A/B testing to boost usability of task implemented in Expyriment, lowering data collection rate by 25%
- Producing real-time user feedback using MATLAB and brain-machine interface software OpenViBE
- Designed advertisements using Adobe Photoshop, tripling the competitive selection pool of participants

Product Marketing Management and Sales Intern, St. John Ambulance   *May 2018 – August 2018*
- Selected out of 300+ applicants through Government of Canada sponsored Student Employment Strategy
- Increased monthly recurring revenue (MRR) by 10% during 4 months by improving turnaround time between registrations by assisting operations between local and corporate sales teams
- Designed and executed an advertisement campaign for a new course, exceeding target sales quota by 150% during launch week, fully booking available programs over 6 months in advance

Business Development and Sales Associate, Pretty in Pink Studio   *April 2015 – August 2016*
- Rotated in roles within business operations such as branding, sales, strategic marketing and management
- Created employee database of highly specific selling points for better differentiation of similar products
- Expanded scope of reputation by boosting media interest by 10% using B2C marketing strategies
- Interacted with customers to generate feedback in order to improve the small-business model

PROJECTS

Email_Validator   *2019*
- Distinction as top 10 out of 700 student codes for validating email addresses to be used in login processes

Spidey_Crawl   *2019*
- A web crawler capable of crawling and indexing, ranking and searching using object oriented design

EXTRA CURRICULARS

Hack4Impact McGill, Vice President Finance and Project Manager   *September 2018 – Present*
- Collaborate with team of executives to manage and oversee 2 different projects for nonprofit clients and also plan and host various tutorials and hack-a-thons for campus community
- Liaison between council and clientele to manage deadlines and long-term goals for developer teams
- Significantly increase quality of workshops and project resources by gaining sponsorships and collaborative initiatives with other student clubs

McGill B.A.&Sc. Integrative Council, Executive Liaison and Council Member   *September 2018 - April 2019*
- Elected liaison between four committees of 27 members to produce creative solutions within tight budgets, integrating 30+ student groups within a 500+ student faculty
- Redefined ticket sales to online and card payment options, increasing revenue by 200%

McGill Students for Red Cross Association, Vice President Events   *September 2017 - April 2018*
- Lead a team of 6 to incubate and execute ideas of new initiatives, raising 1.3X the donations of past team
- Organized and presented all internal and external communication of club activities through media platforms

ADDITIONAL INFORMATION

Programming languages: Java, Python and some MATLAB