

## RELEVANT EXPERIENCE

### STRATEGIC MARKETING ANALYST

West Coast Sci Physiotherapy | May '15 - Aug '15

Worked with a partner to analyze where to move their current clinic in Coquitlam

- + Gathered and analyzed secondary data on industry trends
- + Suggested new marketing strategies and markets to reach
- + Gained familiarity with market pricing and market analysis

### VICE PRESIDENT OF MARKETING

SFU MISA | May '14 - Apr '15

Rebranded MISA's image into a more professional MIS club

- + Designed over 30 promotional materials (booklets, banners, posters, nametags)
- + Learned web development skills by redesigning the MISA website with WordPress
- + Created and met deadlines before each club event
- + Was a project lead for a security awareness event and managed three coordinators

### PROMOTIONAL ASSISTANT

SFU Recreation | May '14 - Apr '15

- + Organized and completed deadlines for designing promotional materials
- + Retained interpersonal skills through communicating with 30+ co-workers and 1000+ students
- + Developed skills in public speaking with 1500+ students at Open House

## PASSIONS

Nail art, cooking, baking, crocheting, dogs, origami, skiing, exploring, global outreach

## VOLUNTEER

### BOOKKEEPER

Grace Vancouver Church | Dec '11 - Present

### GRAPHIC DESIGNER

Design for Donations | Dec '14

### CREATIVE PROPS DESIGNER

Monterrey Church VBS | Jun '07

## WORK EXPERIENCE

### SALES ASSOCIATE

Forever 21 | Dec '10 - Aug '14

- + Developed interpersonal skills through communicating with customers and 50+ co-workers
- + Gained customer service experience by targeting customers' needs
- + Multi-tasked in a fast pace retail environment

### FREELANCE DESIGNER

Sept '13 - Dec '15

- + Designed logos for Vancouver based companies (AAS Design Inc, Interpret, OM Consulting)

## SKILLS

### MARKETING

Excel, PowerPoint, Word, WordPress, HTML, CSS  
Familiar with Google Analytics, SPSS

### GRAPHICS

Illustrator, Photoshop, Indesign, Premiere Pro, Axure

### PROJECT MANAGEMENT

Manage multiple projects, create and meet deadlines, excellent communication, detailed organization, event planning experience

## EDUCATION

### SIMON FRASER UNIVERSITY

Sept '11 - June '16

Bachelor of Business Administration (BBA)

Joint Major in Business + Interactive Arts and Tech

Concentration

Marketing + Design

## ACHIEVEMENTS

Team won Rising Star Award for MISA - May '15

Team won Club Spirit Award for MISA - May '15

1st Place in Seattle Design Charrette - Nov '14

AICE Diploma - May '11