

RELEVANT EXPERIENCE

STRATEGIC MARKETING ANALYST

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

Objective was to analyze where to move their current clinic in Coquitlam

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

VICE PRESIDENT OF MARKETING

SFU MISA | May '14 - Apr '15

Rebranded MISA's image to be a more professional as an SFU 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 by 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)
- + Worked on strict timelines for completing the designs

SKILLS

MARKETING

Excel, PowerPoint, Word, WordPress, HTML, CSS
Google Analytics certified, familiar with 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

Participated in Vancouver Mini Maker Faire - Jun '14

1st Place in Seattle Design Charrette - Nov '12

AICE Diploma - May '11