



**JANINE
WONG**

MARKETER + GRAPHIC DESIGNER

JKW14@SFU.CA | 604.366.0096 | JANINEWONG.CA

RELEVANT EXPERIENCE

MARKETING STRATEGY 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 to find a profitable location to move the clinic to
- + Suggested new marketing promotions and target 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 to be more professional as an MIS club

- + Redesigned the MISA website
- + Designed promotional materials (e.g. print + online)
- + Was a project lead for a security awareness event and managed three coordinators

PROMOTIONAL ASSISTANT

SFU Recreation | May '14 - Apr '15

Created promotional materials (e.g. flyers) and gave new ideas to encourage fitness among students

- + Promotional materials included Facebook/Instagram posts for events
- + Helped create social media contests

FREELANCE DESIGNER

Sept '13 - Dec '15

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

WORK EXPERIENCE

SALES ASSOCIATE

Forever 21 | Dec '10 - Aug '14

- + Developed interpersonal skills learned through communicating with customers and co-workers
- + Gained customer service experience by targeting customers' needs
- + Occasionally trained newer employees

SKILLS

Marketing

Excel, SPSS, PowerPoint, Word, WordPress

Graphics

Illustrator, Photoshop, Indesign, Premiere Pro

Prototyping + Coding

HTML, CSS, Axure RP

EDUCATION

SIMON FRASER UNIVERSITY

Sept '11 - June '16

Bachelor of Business Administration (BBA)

Beedie School of Business + School of Interactive Arts and Technology Joint Major

Concentration

Marketing + Design

PASSIONS

Nail art, Cooking, Baking, Crocheting, Dogs, Origami, Skiing, Exploring