

Jenny Shen

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EDUCATION

University of Toronto, Bachelor of Information, Design & Information Technology

Graduation: May 2024

Award: Dean's List Scholar for Academic Excellence (2022)

Courses: Designing Interactive Systems, Data science, Computational Reasoning, Information Practices in Organization

EXPERIENCE

Innovation, Science, Economic and Development of Canada

Toronto, ON

Junior Information Management Officer

January 2023 – Present

- Collaborate with a cross-functional team to improve the user experience and process management of BizPaL website.
- Create, develop, and manage databases for permits and licenses within Canada proactively correcting broken links of business permits and licenses each week, reducing broken links by 95%.
- Applies lean approach to perform data transformation and using Python to conduct quality assurance testing.

MaRS Discovery District

Toronto, ON

Content Marketing Intern

May – August 2022

- Delivered an integrated marketing strategy that includes key research and findings to increase client acquisition, and pitched to stakeholders, which was praised as excellent work by the senior executives.
- Researched and collated a 10-page report on an integrated marketing strategy, presenting recommendations to the leadership team on new opportunities, which led to an improvement in digital experiences.
- Collaborated with a designer to prototype and launch Innovation Consulting's landing page, conducted A/B testing, and usability testing, which increased user click-through rate by 20%.

University Health Network

Toronto, ON

Digital Marketing Specialist

September 2021 – April 2022

- Co-led a communication team to improve content effectiveness by producing high-quality marketing strategy reports and developing vision, strategy, and roadmaps, which resulted in a 25% user exposure increase.
- Consulted with Designers and full-stack developers to improve User Interface of website and drove non-functional requirement to optimize user experience.
- Conducted analysis on competitor and industry trends, collated Google Analytics report, and YouTube Analytics for the Data Analytics team, which streamlined process management by 10%.

Rotman School of Management

Toronto, ON

Marketing Assistant, Online Content

May – August 2021

- Managed the complete social media content creation cycle, including planning, drafting, reviewing, and proofreading, which increased click through rate by 10%.
- Conducted competitive analysis on digital marketing industry trends, SWOT, and recommendations, identifying competitive advantage to optimize organic reach.

LEADERSHIP & VOLUNTEERING

Innovation Hub, Design Researcher

September 2022 – Present

- Collaborated with a cross-functional team of 4 to conduct user-centric research for design sport and recreational spaces for the students with disabilities using a peer-to-peer model
- Translated insights from 5 empathy-based interviews, collaborative ideation, stakeholders, and students' feedback to develop a vision-based report for stakeholders. The project impacted over 3500+ students on campus.

University of Toronto BizTech Association, Director of Strategy & Analytics

July 2022 – Present

- Manage analytics using Excel, worked with 2 associates to develop data visualization and generate monthly reports.
- Coordinate and lead strategic planning sessions with 6 portfolios to improve and iterate on the content strategy, turning strategy into a quarterly roadmap with 7 goals to execute.

SKILLS

Product: User Interviews, Journey Mapping, Issue Prioritization, Market Research, Agile and Lean Methodologies

Tools: Figma, Balsamiq, Miro, Photoshop, Adobe (InDesign, Premiere), JIRA, Asana, Hootsuite, Government CMS

Technical: HTML/CSS, Python, R, SQL