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As a technology enthusiast with a diverse background in customer service and sales, I'm seeking new opportunities. Throughout my career, I have honed the art of providing white-glove customer service, troubleshooting, and successfully leading a startup, achieving consistent sales goals. I am particularly passionate about front-end design, thriving in cross-collaboration, and approaching challenges with a can-do attitude. My dedication to both customer satisfaction and a solid understanding of the technical side can make me a valuable asset in any dynamic and innovative work environment.

TECHNICAL SKILLS

- JavaScript • Python • HTML & CSS • React • MySQL • Node.js • AWS • SEO • Agile • OAuth • REST API • Figma • APIs
- Heroku • Git • Jest • Angular • Vue.js • Stelvie
- Microsoft Azure & Office 365 • DevOps • Salesforce • JIRA • Microsoft Teams • Slack • ZenDesk • Excel Expert

RELEVANT WORK EXPERIENCES

NUDI | Founder – E-commerce

Jan 2021 - Present

- I have overseen the entire product life cycle from initial ideation and creation through to advertising, sales, marketing, importing, and exporting. Throughout this process, I have consistently ensured an exceptional UI/UX experience throughout the entire sales cycle.
- Formulated comprehensive sales and marketing strategies aimed at acquiring new customers, leveraging tools such as Google Ads, as well as executing targeted paid campaigns on platforms like Facebook and Instagram.
- Engaging in continuous research for upcoming product launches, maintaining a steadfast commitment to innovation and staying informed about current trends.
- Developed a responsive and user-friendly web application using React, JavaScript and Node.js hosting the coding at GitHub and . Store webhost.
- Designed the wireframe flow for the Nudi website, encompassing the journey from the landing page, through the product catalogue, and the sales flow (shopping cart), concluding with the Frequently Asked Questions (FAQ) section.
- **Key achievement:** Created and implemented a digital marketing strategy using SEO, ads and Google Analytics reaching 600 products sold monthly mostly in Canada and US markets.

Toronto Public Health | Data Entry Specialist

Jul 2020 – Jan 2023

- Regularly conducted comprehensive data updates by leveraging Power BI dashboards, enabling real-time tracking and visualization of key metrics. This proactive approach facilitated informed decision-making and enhanced overall data-driven insights across diverse professional activities, including health seminars, and COVID-19 vaccine documentation.
- Ensured precise documentation of COVID-19 vaccine information, meticulously recording data about vaccine administration.

- Used MySQL to extensively extract and manipulate database data, addressing specific inquiries and resolving problems effectively.
- **Key achievement:** Implemented a proactive wellness initiative to enhance the team's physical well-being and mental resilience. Facilitated daily 20-minute yoga sessions for over 30 employees, including nurses, paramedics, and firefighters, as a strategic measure to promote health and vitality amidst demanding work hours, fostering a positive and energized start to each day.

Scotiabank | Customer Service Specialist

Jan 2018 - Jun 2020

- Created a high level of customer experience in every interaction and looked for ways to contribute to improving the overall branch customer success.
- Provided courteous and professional customer service to manage inquiries and issues effectively.
- Managed Scotiabank Insurance products portfolio promotion and reaching company target sales, including cross-sales, with a successful track record of meeting and exceeding sales targets.
- Participated in personal development activities, including testing with common questions and scenarios related to procedures to reinforce knowledge and skills.
- Participated in key functional meetings as the selected representative of the sales and customer service department to discuss the future growth of customer accounts.
- Ensured customer's concerns were resolved on the first interaction, and escalated issues when necessary.
- Provided legendary customer service experience at every interaction and contributed to an overall positive customer experience.
- **Key achievements:** Maintained a positive attitude and professionalism, even in high-pressure situations, which contributed to a positive work environment and increased 40% customer satisfaction leading to being invited to Women Leadership at Scotiabank

EDUCATIONS

Centennial College Diploma | Pre-Health

2017

BrainStation Diploma | Software Engineering

2023

ADDITIONAL KNOWLEDGE

- Fluent in English, Portuguese and Spanish with a basic of Korean
- Project Manager Certificate – The Metropolitan University (Present)
- Microsoft Office 365 and Cloud Management (Azure and AWS) - Coursera
- Microsoft Certified – Power BI Data Analyst Associate
- Python – Michigan University
- Sales Techniques – Scotiabank
- Salesforce – Scotiabank