

JESSICA TIDD

Toronto, ON
(647) 573-7364
tidd9161@mylaurier.ca
linkedin.com/in/jessicatidd

SKILLS

- Excellent interpersonal skills, collaborative abilities, and leadership qualities used to resolve conflicts and work in effective teams, developed through experience working with people of all ages.
- High technological proficiency using Microsoft Office, including Excel, Word, PowerPoint, and Outlook, developed through academic coursework and strategic enhancement of eCommerce venture operations.
- Strong analytical and problem-solving skills, and ability to quickly absorb new concepts developed through 4 years of coding experience, through languages such as Python, Java, and C.

EDUCATION

Bachelor of Business Administration Wilfrid Laurier University	April 2027 (Expected), Waterloo, ON
Bachelor of Science (Computer Science) Wilfrid Laurier University	April 2027 (Expected), Waterloo, ON

EXPERIENCE

Computer Programming Educator The Cube School	July 2023 – Aug 2023, Toronto, ON
<ul style="list-style-type: none">• Leveraged a diverse skill set, including proficiency in technologies and programs such as PowerPoint and Python, to develop a creative and engaging curriculum and effectively teach and lead students.• Implemented and maintained organizational systems to coordinate and manage educational materials in a fast-paced environment for efficient completion of tasks such as lesson plan development.• Applied patience and employed strong communication skills to foster a welcoming learning environment, creating improved client relations and customer satisfaction.	
Founder and Sole Operator Jess' Closet	June 2020 – Present, Toronto, ON
<ul style="list-style-type: none">• Founded an eCommerce business and effectively sourced items to align with the target audience's wants and needs through self-initiative and passion marketing, resulting in brand visibility and a cohesive image.• Utilized knowledge of marketing strategies and trend analysis to effectively source items and capture high-quality product images, create compelling listings, and strategically price items, contributing to increased sales and customer engagement.• Consistently provided outstanding customer service by leveraging effective communication skills, generating customer satisfaction and a substantial base of returning customers.	

EXTRACURRICULARS

Director of Curation Hawk Style Magazine	Oct 2023 – Present, Waterloo, ON
<ul style="list-style-type: none">• Maintained effective communication with members of the Creative Portfolio using Slack through collaboration and teamwork to address real-time problems to develop various photoshoots and looks.• Meticulously curated fashion selections for photoshoots by making critical decisions and working alongside VPs, demonstrating a strong sense of judgment and effective listening in order to achieve the desired editorial vision.• Applied creative thinking combined with analysis of current trends to generate innovative ideas for photoshoot designs that contribute to a compelling visual narrative, creating increased consumer engagement.	

PROJECTS AND ACHIEVEMENTS

Data Retrieval Project Excel VBA Application	Nov 2023, Waterloo, ON
<ul style="list-style-type: none">• Designed and developed an application using Excel VBA to interact with users through MS User forms and retrieve and analyze fields from a relational database with SQL queries to visually illustrate key information.	
BDO New Venture Competition Semi-Finalist	April 2023, Waterloo, ON
<ul style="list-style-type: none">• Used effective teamwork to develop a value proposal, business model, and financial forecasts for a product "NoteED" to create a compelling presentation to appeal to prospective investors.	
BU111 Consulting Case Competition Semi-Finalist Wealthsimple	Dec 2022, Waterloo, ON
<ul style="list-style-type: none">• Delivered a comprehensive recommendation supported by an attractive presentation through teamwork and strong presentation skills to advance to the semi-finals.	