

JENNIE CHEUNG

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SUMMARY OF SKILLS

- » Working knowledge and professional experience in policy land use planning, and transit-oriented developments
- » Skilled written, numerical and research skills developed through extensive research project experience
- » Exceptional interpersonal and teamwork skills developed from 4 years of extensive experience in leadership roles
- » Proficiency in Microsoft Office, advanced Excel, Adobe Creative Suite, Sketchup, IBM SPSS, ArcGIS

WORK EXPERIENCE

Business Strategy & Communications Co-op Student

Sept. 2017 - Dec. 2017

I+IT Source, Treasury Board Secretariat

- » Prepared professional written materials for newsletters, reports, briefing notes and presentations for senior management, branch and client communications
- » Assessed organization's business performance to develop strategies improving client engagement, asset risk management and employee satisfaction - identified gaps in branch strategic plan
- » Led creation and launch of promotional materials for Ontario International Project Management Day Conference for over 60,000 public sector employees within tight project deadlines

Planning Policy Intern

Jan. 2017 - Apr. 2017

Ontario Growth Secretariat, Ministry of Municipal Affairs

- » Conducted independent research and developed detailed recommendations for efficient public consultation and engagement - identified opportunities and constraints of existing youth participation tools
- » Consolidated feedback from municipal and private stakeholders on the Growth Plan for the Greater Golden Horseshoe to summarize planning policy change recommendations
- » Led creation of updated regional maps in the 2017 Growth Plan, performing edits in ArcGIS and Adobe Illustrator to reflect updated land use planning for Cabinet submissions
- » Supported critical-decision making of allocating budget of \$200,000 for the Places to Grow Implementation Fund towards research proposal submissions

Graphic Designer & Marketing Assistant

Apr. 2016 - Aug. 2016

Retail Services, University of Waterloo

- » Performed background research and SWOT analysis on University of Waterloo's retail stores master plan and identified potential areas of new business development
- » Designed creative materials including posters, apparel and gift items for multiple business clients with a customer base of over 30,000 using Adobe Illustrator, Photoshop and InDesign
- » Collaborated with business owners to develop marketing campaign strategies to improve retail profit

President

Aug. 2016 - Apr. 2017

Planning Students' Association, University of Waterloo

- » Spearheaded academic, social and networking initiatives for 300+ students working within a limited budget amount
- » Digitized site plans and coordinated design charrette for high school students attending World Town Planning Day at the University of Waterloo while teaching basic urban design concepts
- » Directed and mentored a team of 20 members exercising efficient teamwork, problem-solving and communication

EDUCATION

Candidate for Bachelors' of Environmental Studies, Honours Planning

Sept. 2014 - Present

School of Planning, University of Waterloo

Specialization in Urban Design and Land Development

- » President of Marketing for the UW Chinese Students' Association, Director of Operations at AIESEC Waterloo
- » Relevant courses: Transit Planning and Operations, Intro to GIS, Advanced Research Statistics