

Jenny Xue

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(519) 701 6141

EDUCATION	<i>Honours Bachelor of Arts</i> , Global Economics Western University, Advanced Entry Opportunity (AEO) to Ivey School of Business Arts Unionville Visual Arts Program, Unionville High School	
EXPERIENCE	<i>Marketing Executive</i> AIESEC Western	Sept 2014 -
	<ul style="list-style-type: none">• Spearheaded new promotional campaigns in addition to creating promotional material for ongoing promotion across campus• Intensively interviewed new team members• Held information sessions for 100+ potential exchange candidates, followed up through Sales Force• attended regional conferences to learn new methodology and implementation	
	<i>Communications Executive</i> Pre-Business Students' Network (PBSN)	Sept 2014 - April 2015
	<ul style="list-style-type: none">• Worked intensively with variety of people to promote diverse events with 100+ attendees including a case competition, educational seminars, and a conference• Enhanced and helped communicate and develop the club's branding both internally and externally to its 450+ members• Directed and help create promotional campaigns, including designing graphics and promotional videos	
	<i>Piano Teacher</i> Self-Employed	Sept 2011 - June 2013
	<i>Team Member</i> Menchie's Frozen Yogurt	December 2011- June 2014
	<ul style="list-style-type: none">• Helped establish a loyal/satisfied customer base in a newly opened franchise focusing on positive guest experience• Balanced food preparation, stocking, multiple cash registers, cleaning, team work, and guest interaction	
AWARDS & ACHIEVEMENTS	Western University Scholars	2014
	International Finalist (Marketing) at DECA's ICDC	2014
SKILLS, ACTIVITIES & INTERESTS	<i>Languages:</i> English, Chinese (Mandarin, Bilingual), French (Elementary Proficiency) <i>Technical Skills:</i> Photoshop, Illustrator, Final Cut Pro, Sales Force <i>Activities:</i> Marketing and Advertising Director at Western UNICEF, Marketing Executive at Western FOREX Association, Personal Finance Association <i>Interests:</i> Fine Arts, Film, Humanitarianism, Entrepreneurship	