

Jia Zhen

Linkedin.com/in/jiazhen/ | jiaazhen@gmail.com | (613)-600-6088

EDUCATION

UNIVERSITY OF WATERLOO

BACHELOR OF ENVIRONMENTAL
STUDIES, HONOURS ENVIRONMENT &
BUSINESS

Expected Graduation: Apr 2019

COURSEWORK

UNDERGRADUATE

User Experience Design
Customer Experience Design
Communication

INDEPENDENT COURSEWORK

Viral Marketing and How to Craft
Contagious Content - Coursera

The Complete Web Developer Course 2.0
- Udemy (In progress)

SKILLS

- HTML • CSS • JavaScript (Beginner)
- Sketch • Figma • Invision
- Content management
- Adobe Creative Suite (Beginner)
- Microsoft Office Suite
- Data analytics • Data visualization
- Tableau • PowerBI
- Salesforce CRM
- Project management
- Process design
- Change management consulting
- MySQL • VBA

INVOLVEMENTS

ELLE HACKS (2019)

Participant UX/UI Designer
Winner for best use of Snap Kit (2019)

CANADA'S NEXT TOP AD EXEC (2019)

STARTERHACKS (2019)

Participant UX Designer

TOASTMASTERS (2018)

OTTAWA STARTUP WEEKEND
(POWERED BY: GOOGLE FOR
ENTREPRENEURS) (2016)

DECA UNIVERSITY OF WATERLOO
CHAPTER (2015)

AIIESEC (2015)

Program Participant Manager

RELEVANT EXPERIENCE

MOBILE LEARNING RESEARCH ASSISTANT | RENISON UNIVERSITY COLLEGE

Sep 2018 – Present | Waterloo, Ontario

- Managed the content repository for the Integrity Matters mobile app
- Produced Tableau and Excel reports of qualitative analysis of user survey data through coding data and compiling results into themes and categories

DIGITAL MARKETING ANALYST / SEO | INKSPIRE

Apr 2018 – Aug 2018 | Remote

- Improved website traffic by 20% through suggesting actions based on analysis done on Google Analytics, Data Studio, and HotJar
- Optimized Adword performance through research, analyzing and changing keywords

TRADING ANALYST (CO-OP) | ONTARIO POWER GENERATION

Jan 2018 – Apr 2018 | Toronto, Ontario

- Designed and programmed multiple digital tools used by traders to analyze financial risks (using Excel VBA) then displayed in Power BI and Sharepoint.
- The tools are used to model a forecast of Ontario's embedded wind & solar generation as well as creating market analysis & price prediction of physical & financial energy trades

WEB DESIGNER / ASSISTANT | WATERLOO INSTITUTION FOR SUSTAINABLE ENERGY

July 2016 – Aug 2017 | Waterloo, Ontario

- Designed and implemented new web pages for the institute's website using Igloo software
- Assisted with event planning and updated web content

ADDITIONAL EXPERIENCE

SALES & OPERATIONS / FINANCIAL ANALYST (CO-OP) | ERICSSON

May 2018 - Aug 2018, Toronto, Ontario

- Supported executive projects to improve lead time, accuracy of financial, and supply forecasting by 70%; achieved through consulting managers, mapping end to end processes, identifying gaps, challenges, and integrating lean six sigma & DMAIC
- Automated and improved efficiency of tracking customer purchase orders by 50% using VBA, process change and migration of reporting to Tableau for more robust analytics

QUANTITATIVE MARKET ANALYST (CO-OP) | INDEPENDENT ELECTRICITY SYSTEMS OPERATOR

May 2017 - Sep 2017, Toronto, Ontario

- Developed and streamlined weekly analysis report of market performance by recreating and optimizing complex queries from Oracle Hyperion to Tableau resulting in a 50% time reduction
- Supported the project management new program; significantly reduce cost through effective FTE count, Project Charter item alignment, cost analysis & cash flow verification