

Jia Zhen

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EXPERIENCE

ERICSSON | SALES & OPERATIONS / FINANCIAL ANALYST (INTERN)

 May 2018 – Aug 2018 | Toronto

- Supported executive projects to improve speed & accuracy of financial & supply forecasting by 70%. This was achieved through mapping end to end processes, identifying gaps & challenges, & integrating the lean six sigma & DMAIC principles
- Automated & improved efficiency of tracking customer purchase orders by 50% using VBA, process change & migrating reporting to Tableau for more robust analytics

ONTARIO POWER GENERATION | TRADING ANALYST (INTERN)

 Jan 2018 – Apr 2018 | Toronto

- Analyzed OPG's trading position, P&L, & risk in multiple regions in North America & produced high quality ad-hoc reports & models on generation, market demand & price forecasts
- Developed multiple tools used by traders to analyze financial risks (using Excel VBA) displayed in Power BI. 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

INDEPENDENT ELECTRICITY SYSTEMS OPERATOR | QUANTITATIVE MARKET ANALYST (INTERN)

 May 2017 – Sep 2017 | Toronto

- Developed & streamlined (50% time reduction) the weekly Market Intelligence Report which provided analysis on indicators of market performance by recreating & optimizing complex queries from Oracle Hyperion to Tableau (using SQL)
- Supported the project management office of the Market Renewal program to significantly reduce cost through effective FTE count, Project Charter item alignment, cost analysis & cash flow verification

LEADERSHIP EXPERIENCE

INKSPIRE | DIGITAL MARKETING ANALYST/SEO

 Apr 2018 – Sep 2018 | Hamilton

- Analyzed Google Analytics data & identified trends & areas of improvement for the organization
- Optimized Adword performance through researching, analyzing, and changing keywords

AIESEC | INTERNATIONAL EXCHANGE PARTICIPANT MANAGER

 Dec 2014 – Sep 2015 | Waterloo

- Marketed for the program through exhibition stands, social media, & information sessions
- Liaised & coordinated with project managers globally to secure positions & accommodations for exchange participants

INVOLVEMENT & INTERESTS

ADDITIONAL EXPERIENCE

- Sustainable Energy Assistant – Waterloo Institute for Sustainable Energy (2017)
- Trade Investigations Analyst (Intern) – Canadian International Trade Tribunal (Aug 2016 – Dec 2016)
- Health Expenditures Analyst (Intern) – Canadian Institution for Health Information (Jan 2016 – Apr 2016)
- Canada's Next Top Ad Exec (2019)
- Ottawa Startup Weekend (Powered by: Google for Entrepreneurs) (2016)

ADDITIONAL EDUCATION & CERTIFICATIONS

- Viral Marketing & How to Craft Contagious Content (University of Pennsylvania) – Coursera
- Computer Science Tutorials (SQL) – Khan Academy

EDUCATION

UNIVERSITY OF WATERLOO

BACHELOR OF ENVIRONMENTAL STUDIES, HONOURS ENVIRONMENT & BUSINESS

INVOLVEMENT: UX WORKSHOPS, TOASTMASTERS, DECA, AIESEC

Expected Graduation: Apr 2019