

JENNIFER LI

Designer and Engineer

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EXPERIENCE

GRAPHICS COORDINATOR *Sept. 2014 - Jun. 2017*
Creativity Through Arts

- Created digital and mixed-media posters, logos, and sponsorship packages.
- Established sponsorships between local businesses for events: Felix & Norton Cookies, Mastermind Toys, and Nutcracker Gift Baskets & Sweets.
- Grew organic post reach to 7,000 Facebook users.
- Raised \$1000+ annually for World Vision's initiatives.

VP OF COMMUNICATIONS *Sept. 2014 - Jun. 2017*
Markville DECA Executive Team

- Liaison between members and executives through writing emails and rebranding social media platforms.
- Trained and qualified 70% of chapter members for Provincial competition through lessons and activities.

SOCIAL INTRANET INTERN *Aug. 2015 - Sept. 2015*
Royal Bank of Canada

- Designed promotional graphics for RBCnet and RBC Connect for the RBC Technology & Operations team.
- Executed visual communication plans, logos, brand images, and infographics for RBC Connect.
- Designs were widely used for Connect Jive upgrade.

PROJECTS

SKYGARDEN *Jul. 2015 - Oct. 2015*
SHAD Dalhousie 2015

- Co-founded, developed, and prototyped a modular vertical gardening system for high-rise apartment buildings to encourage outdoor play.
- Selected as a finalist to compete in the national SHAD Cup competition.

EDUCATION

BACHELOR OF ENGINEERING SCIENCE *expected Jun. 2021*
University of Western Ontario

Advanced Entry Opportunity to the Richard Ivey School of Business.

SKILLS

- Photoshop, Illustrator, InDesign.
- HTML, CSS, Java.
- Microsoft Office—Word, Excel.

AWARDS

DIRECTOR'S ACHIEVEMENT AWARD *Jun. 2017*

Awarded for academic success and leadership in the community.

BUSINESS STUDENT OF THE YEAR *Jun. 2017*

Awarded for contributions and achievements in business studies.

TOP FEMALE AVERAGE *Jun. 2017*

Earned the highest female average in a graduating class of 320 students.

2ND PLACE AT DECA ONTARIO PROVINCIALS *Feb. 2017*

Developed and pitched a marketing strategy for FLATO Markham Theatre's youth engagement issue.

AP SCHOLAR *Jul. 2016*

Scored 4 in Macroeconomics and 5 in AB Calculus and Microeconomics.