

Jennifer Li

Software Engineering Student

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EDUCATION **University of Western Ontario** *Class of 2021* | Engineering Science, Ivey AEO
Markville Secondary School *Class of 2017* | OSSD, AP Scholar, Top 2%

SKILLS **Design** | Photoshop, Illustrator, InDesign, Sketch
Development | HTML/CSS, Javascript, jQuery, Java

EXPERIENCE **Western Founders Network** | Marketing Director (September 2017 - present)

- Designed marketing campaign and visual identity for internal events and conferences
- Increased Facebook exposure and outgoing organic reach by 10%

Creativity Through Arts | Graphics Co-Ordinator (September 2015 - June 2017)

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

Markville DECA | VP Communications (September 2015 - June 2017)

- Liason between members and executives through emails and rebranding social media
- Trained and qualified 70% of chapter members for Provincial competition through lessons

Social Intranet Intern | Royal Bank of Canada (August 2015 - September 2015)

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

PROJECTS **Snapchat Website Redesign** (2017)

- Personal project to become familiar with front-end web development
- Prototyped using Sketch and InVision, built with HTML/CSS, Javascript, jQuery, Bootstrap

RBC Job Search Portal (2017)

- Proposed a smoother application process and more efficient recruitment for top tech talent
- Built using HTML, CSS, and Javascript at RBC Next Greatest Innovator Hackathon

Markham Theatre Marketing Report (2017)

- Conducted an eight month research study on the theatre's declining youth engagement
- Created a revamped marketing plan; ideas were presented at DECA ICDC in Anaheim
- Research and recommendations were presented to and praised by Board of Directors

AWARDS Director's Achivement Award (2017) 2nd Place at DECA Provincials (2017)
 Business Student of the Year (2017) Top 2% Galois Math Contest (2015)
 Top Female Average (2016, 2017) MADD National Poster Winner (2013)