

Jennifer Li

Software Engineering Student

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EDUCATION	University of Western Ontario Engineering Science (expected June 2021) <ul style="list-style-type: none">Advanced Entry Opportunity (AEO) to the Richard Ivey School of Business in 2019	
SKILLS	Design Sketch, Figma, Photoshop, Illustrator, InDesign, InVision Development HTML/CSS, Javascript, jQuery, Java, C++	
EXPERIENCE	Western Founders Network Marketing Director (September 2017 - present) <ul style="list-style-type: none">Designed marketing campaign and visual identity for internal events and conferencesIncreased average Facebook exposure and outgoing organic reach by 5%	
	Creativity Through Arts Graphics Co-Ordinator (September 2015 - June 2017) <ul style="list-style-type: none">Created digital and mixed-media posters, logos, and sponsorship packagesGrew organic post reach to 7,000 Facebook usersEstablished sponsorships between businesses: Felix & Norton Cookies, Mastermind ToysRaised \$1000+ annually for World Vision's clean water initiatives	
	Markville DECA VP Communications (September 2015 - June 2017) <ul style="list-style-type: none">Liason between members and executives through emails and rebranding social mediaTrained and qualified 70% of chapter members for Provincial competition through lessons	
	Social Intranet Intern Royal Bank of Canada (August 2015 - September 2015) <ul style="list-style-type: none">Designed promotional graphics for RBCnet and RBC Connect for the T&O teamExecuted communication plans, logos, brand images, and infographics for RBC ConnectDesigns were widely used for Connect Jive upgrade	
PROJECTS	Snapchat Website Redesign (2017) <ul style="list-style-type: none">Personal project to become familiar with front-end web developmentPrototyped using Sketch and InVision, built with HTML/CSS, Javascript, jQuery, Bootstrap	
	RBC Job Search Portal (2017) <ul style="list-style-type: none">Proposed a smoother application process and more efficient recruitment for top tech talentBuilt using HTML, CSS, and Javascript at RBC Next Greatest Innovator Hackathon	
	Markham Theatre Marketing Report (2017) <ul style="list-style-type: none">Conducted an eight month research study on the theatre's declining youth engagementCreated a revamped marketing plan; ideas were presented at DECA ICDC in AnaheimResearch 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)