

LISA DANG

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EDUCATION

Honours Bachelor of Arts, University of Ottawa, 2018

- Specialization in Communication
- Relevant courses: Organizational Communication, Advertising Techniques, Public Relations, Audience Research, Communication Planning, Video Production
- Significant projects:
 - Developed a marketing strategy for Airbnb in a team of 6; project included current state analysis, market research, segmentation, positioning statement, print & video advertisement, and implementation plan

RELEVANT WORK & LEADERSHIP EXPERIENCE

Social Media Data Analyst Intern | *Ecology Ottawa*

Oct 2016—Present

- Analyzed various social media metrics from social media platforms every month to determine strengths and weaknesses of their social media strategies
- Created an Excel data model independently to synthesize monthly data to identify trends, correlations, and other insights, thus optimizing analysis process time by 70%
- Presented the social media insights using PowerPoint to the managing director in order to improve content selection for target audience, which as a result increased engagement by 30%

President | *NetRoots International – uOttawa Chapter*

May 2016—Present

- Oversaw internal operations and lead 5 client projects (digital marketing consulting, content creation, and web design) by managing a team of 8 executives and 10 consultants
- Implemented a change of organizational strategy to focus on client relationship development in response to environmental changes, resulting a 20% increase in project time efficiency
- Performed succession planning and facilitated mentorship with the next President

VP Media & Technology | *NetRoots International – uOttawa Chapter*

Feb 2015—Apr 2016

- Executed digital marketing strategies which expanded following and engagement on social media platforms, resulting in an increase in those metrics by 40%
- Designed graphics and produced videos for client which increased positive brand awareness
- Consulted clients through workshops on the strengths, weaknesses and trends of their online presence and provided digital marketing strategies to improve appeal to target audience

Cashier | *Canadian Tire*

May 2013—Dec 2016

- Ensured client satisfaction by conducting accurate and efficient transactions and promptly responding to service requests

SKILLS & INTERESTS

Marketing Tools:

Advanced (>2 years): Mailchimp, Facebook Advertising

Intermediate: Google Adwords, Google Display Network, Twitter Advertising

Technical Skills:

Advanced (>2 years): Adobe Photoshop, Final Cut Pro

Intermediate: Microsoft Office (Word, PowerPoint), Excel (pivot table, basic VBA macro)

Personal Interests: Reading Canadian law cases, Fashion and Cosmetology, Video Production