

647-895-3988
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lisachen.co

Skills

- Product Development
- Scrum Methodology
- User Research
- Prototyping
- User Testing
- Digital Marketing
- Data Analysis

Tools

- Agile**
JIRA, Trello, Confluence
- Design**
Figma, Sketch, Adobe XD, Photoshop
- Data Analysis**
SQL, Excel
- Web Development**
HTML, CSS

Personal Interests

- Videography
- Graphic Design
- Cooking & Baking
- Sketching
- Biking
- Swimming

LISA CHEN

Product Marketing, Product Management

Experience

Dec 2019
Present
12 mos

Product Marketing Manager

American Express (Toronto, ON)

+ Redesigned mobile app user activation journey including refreshing UI components and development of PIN selection feature

+ Increased monthly active users on web and mobile app by 5% annually for new users through launch of innovative marketing assets (email curriculum, activation sticker)

+ Prioritized feature development for Canada on Web App and Mobile App based on user feedback, activation and engagement metrics

June 2019
Dec 2019
6 mos

Sales Account Manager

Labatt Breweries (Guelph, ON)

+ Executed sales strategy at retail and On-premise accounts focusing on distribution, placement, promotion and pricing tactics

+ Established strong customer relationships with 70+ partners with consistent problem solving and support

Aug 2018
June 2019
10 mos

Global Management Trainee

Labatt Breweries (Toronto, ON)

+ Graduate rotational program with exposure to sales, marketing, logistics, production and finance (9/1500 applicants)

+ Optimized trade marketing strategy in the Ontario grocery channel, resulting in volume increase and sales records

+ Led insights research, ideation and pilot testing to validate consumer trends for new product launch

May 2017
April 2018
11 mos

Market Researcher

Behavioural Economics in Action at Rotman (Toronto, ON)

+ Designed and conducted multiple user research sessions through focus groups, design sessions, surveys, and interviews

+ Produced reporting of key findings, key implications and recommendations for multiple projects with partners (Manulife, Hyundai, etc.)

Education

2014
2018

Bachelor of Commerce

University of Toronto, Rotman Commerce

Major: Management, Marketing