

(647) 895-3988
lisachencal@gmail.com
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

American Express
Product Marketing Manager (Toronto, ON)

- + Led refresh of card activation journey on the Mobile App for Canada, partnering with the engineering team to re-design UI components, user flow and create a new PIN selection feature resulting in 10% increase in mobile activation
- + Increased monthly active users on web platform and Amex mobile app by 5% annually for new users through launch of digital marketing assets including extensive email curriculum, QR activation sticker, and social ads
- + Drove product development for Canada of low-cost, high-impact features by presenting insights on key product drivers to product team

May 2019
Dec 2019
7 mos

Labatt Breweries
Sales Account Manager (Guelph, ON)

- + Increased market share of Labatt products in Guelph by 5% through strategy on distribution, placement, promotion and pricing tactics
- + Led the university campus program for Guelph, providing training and mentorship for the campus ambassador, and re-establishing Labatt as the core brand at all campus accounts
- + Leveraged territory budget to expand account partners to 70+ by providing customer support, trade marketing and sales initiatives

Aug 2018
May 2019
10 mos

Labatt Breweries
Global Management Trainee (Toronto, ON)

- + Graduate rotational program with exposure to sales, marketing logistics, supply and finance in U.S and Canada (9/1500 applicants)
- + Improved trade marketing strategy in the Ontario grocery channel by developing metrics of success, tracking dashboards, and new process flows resulting in optimized cost and time spent on programming
- + Led the consumer research, ideation and pilot testing on development of a new product, resulting in successful validation and company approval to continue development

May 2017
April 2018
11 mos

BEAR - Behavioural Economics at Rotman
Market Researcher (Toronto, ON)

- + Designed and led user research sessions utilizing focus groups, design sessions, surveys, and 1:1 interviews
- + Performed deepdive analysis and created solutions for a variety of user challenges in projects with Manulife, Hyundai, etc.

Education

2014
2018

Bachelor of Commerce
University of Toronto, Rotman Commerce
Major: Management, Marketing