

MELISSA WEN

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EXPERIENCE

CO-INTERSHIPS DIRECTOR

WESTERN'S MARKETING ASSOCIATION (WMA) • AUG 2020 - PRESENT

- Designing informational graphics to improve relationships between WMA, WMA interns, and startups
- Mentoring and providing support for 10 interns
- Leading the Internships team to create workshops to help interns excel during their internships

GRAPHICS EXECUTIVE

CAISA FASHION SHOW • OCT 2020 - PRESENT

- Creating graphics using Affinity Photo to promote various fundraising events
- Designing graphics to be sold as merchandise to the rest of the executive team and models
- Working with other departments to create a lookbook that promotes the annual fashion show with over 1300 attendees

MARKETING INTERN

ATILA.CA • OCT 2019 - AUG 2020

- Created a branding guideline from scratch using Figma
- Photographed interviewees, edited photos, and created graphics for the #YouthofGTA interview campaign
- Developed and implemented 2 advertising campaigns by researching market conditions, and analyzing business insights from previous campaign efforts
- Met weekly with the CEO and colleagues to update progress on projects and discuss future projects

SALES ADVISOR

HENNES AND MAURTIZ AB (H&M) • AUG 2018 - DEC 2020

- Quickly adapted to bi-weekly store layout changes in order to maintain a high level of customer service
- Kept up to date with current fashion trends
- Proactively promoted the on-going membership campaigns at a 40% conversion rate

ACHIEVEMENTS

- Atila's Marketing Intern of the Year (2020)
- Ruth Hansford Award- for dedication to supporting school athletics (2019)
- OFSAA Badminton, Girls Doubles B-Flight Gold (2018)

EDUCATION

BUSINESS MANAGEMENT & ORGANIZATIONAL STUDIES | MINOR IN FRENCH

UNIVERSITY OF WESTERN ONTARIO • 2019 - 2023

Relevant Courses:

- Multimedia and Communications II
- Business Fundamentals
- French Language and Expression

TOOLS

- Canva
- Affinity photo
- Microsoft Office Suite
- Google Suite products
- Fluent in French

PROJECTS

WELCOME PACKAGE

WESTERN'S MARKETING ASSOCIATION (WMA) • AUG 2020

- Used Canva to design informational graphics according to WMA's branding guideline
- Curated content and resources to be included in the package
- Used graphics to create a pleasing aesthetic and smooth flow of each page

HOW DO I

WESTERN FOUNDERS NETWORK • AUG 2020

- Designed an app for Western Founders Network's product design sprint using Figma
- Researched our market, did a competitive analysis, and created user flows for the app
- Applied visual design theory to create a compelling prototype

HTML EMAIL DEVELOPMENT

ATILA.CA • MAR 2019

- Designed two emails using HTML to promote the launch of the Atila Schools and Jobs Guide ebook
- Used stripo.email to design the main components and used Webstorm for any fine-tuning (i.e. colour, photo addition/deletion, content change)