

Sarah Fung

UNDERGRADUATE HONOURS ARTS & BUSINESS

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SKILLS & TOOLS

Data visualization
Analytical thinking
Digital design

Storytelling
Project management
Market analysis

Jira
Litmus
Workfront

Microsoft Office
Adobe Creative Suite
Canva

WORK EXPERIENCE

Acquisition Strategy Co-op

May – August 2023

President's Choice Financial

- Executed weekly reporting on month-to-date acquisition metrics, application flows, and forecasting run-rates for upcoming Marketing campaigns to identify variances and communicate a story of strategic insights to the rest of the Bank
- Supported a bank-wide product launch initiative by conducting competitive market analysis to redesign the product website portfolio to optimize the customer journey and digital experience
- Directed a welcome offer test analysis by pulling performance data from existing welcome offers to improve go-to market strategy and customer retention
- Directed a customer continuity analysis to determine the bank's most engaged customers by pulling data on customer consecutive spending after onboarding, split based on channel and welcome offers, and analyzing transactional behaviour

Marketing Coordinator

September – December 2022

President's Choice Financial

- Led 3+ Marketing partner campaigns end-to-end from briefing, targeting, stakeholder management, and deployment to the full customer base to accelerate customer engagement and acquisition
- Supported 13+ internal Marketing campaigns and business initiatives with creative and copy deck review, legal and data requests, translations, beta testing, and postmortems
- Conducted post campaign analysis and reporting for 6+ Marketing campaigns and gathered strategic insights and learnings that improved redeployment campaign results including high email conversions and positive sale lifts
- Developed a competitive analysis deck and agency brief to support the project approach and messaging tactics of a key strategic priority for President's Choice Mastercard going into 2023

Communications and Product Management Co-op

January – April 2022

Manulife Bank

- Directed the planning of a bank-wide customer engagement email initiative by building prototypes with proposed variable metrics, messaging and email creative directed to 90,000+ clients
- Supported the development and execution of 5+ strategic communication initiatives, promotions and campaigns aimed at improving acquisition and accelerating business results
- Edited, translated, and proofed copy decks for external email marketing initiatives, customer website, advisor website, and internal stakeholder messages within a fast turnaround time

EDUCATION

Bachelor of Arts, majoring in Communication Studies

2020 – Present

University of Waterloo, expected graduation in 2025

Relevant Courses:

- ARBUS 303 – Marketing Strategy
- DAC 201 – Designing Digital Media and Hypertext
- ENGL 210 – Genres of Business Communication
- SPCOM 204 – Leadership, Teams, Communication
- SPCOM 228 – Public Communication
- ARBUS 301 – Principles of Marketing
- ARTS 280 – Statistics
- ARBUS 300 – Practical Skills in Business