

MICHELLE DUONG

Marketing. Product. Design.

CONTACT

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in /michelleduong1

EDUCATION

**Bachelor of Commerce,
Marketing Management Co-op**

University of Guelph:
College of Business
and Economics

Expected Graduation:
April 2019

CERTIFICATIONS

Bloomberg Market Concepts
(BMC) Certificate

EXPERTISE

- Digital Marketing
- UX/UI Design
- Copywriting
- Event Planning
- Project Management

SKILLS

- Storytelling
- Branding
- Agile
- Search Engine Optimization
- Public speaking
- Relationship Management

SOFTWARE & TOOLS

- Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- SketchApp
- InVision
- Webflow
- Salesforce



WORK EXPERIENCE

INNOVATION, DESIGN (CO-OP)

RBC Innovation Lab, Royal Bank of Canada (RBC) – *Toronto, ON* January 2018 - Present

- Using SketchApp and InVision to prototype Mobile & Online platforms for both front-end and back-end solutions
- Researching new technology, supporting product strategy initiatives, and creating marketing material to showcase products in a lab or on the go

RETAIL MARKETING COORDINATOR (CO-OP)

Samsung Electronics Canada Inc. (SECA) – *Mississauga, ON* May 2017 - August 2017

- Project managed Samsung Open House, Shop-in-Shops displays, point of purchase graphics, and retail merchandising projects with vendors and agencies
- Assisted in the opening of the Toronto Eaton Centre IoT Samsung Store

CAMPUS AMBASSADOR

Communitech – *Waterloo, ON* January 2017 - August 2017

- Acted as a liaison between Communitech, Waterloo region tech company member companies, new graduates, and university students

CONSUMER MARKETING INTERN (CO-OP)

Kellogg Canada Inc. – *Mississauga, ON* August 2016 - December 2016

- Analyzed consumer feedback and data to prepare reports
- Involved in various projects related to the development and maintenance of materials for the corporate website and consumer response database
- Assisted Marketing with product and promotion launches

STORYTELLING SPECIALIST (CO-OP)

Leonardo Worldwide Corporation – *Toronto, ON* May 2016 - August 2016

- Researched hospitality client properties and conducted consultation calls to set up their digital marketing presence
- Wrote engaging copy and created digital brochures, Facebook widgets, websites, and smartphone/tablet compatible sites using "Vizlly", Leonardo's Digital Marketing System



LEADERSHIP EXPERIENCE

PRESIDENT, BOARD OF DIRECTORS

DECA U Ontario January 2018 - Present

- Guides the direction of Canada's largest undergraduate association and planning of the annual Provincial's conference hosted at Toronto Sheraton Centre with over 1500 delegates, networkers, and sponsors

VICE PRESIDENT, MARKETING - MANAGEMENT TEAM

Canadian Association of Business Students (CABS) May 2016 - Present

- Representing over 75,000 business students across 30 schools in Canada
- Leading a team of three directors to manage the marketing portfolios for all of CABS flagship events, notably Jeux de Commerce Central (JDCC)



AWARDS & ACHIEVEMENTS

I-CUBE, UNIVERSITY OF TORONTO INCUBATOR

April 2017 - August 2017

- Lead a team of 4 and headed all marketing and business operations for Start-Up
- Developed a system and mobile application for a restaurant customer loyalty

NEXT 36 SPRINT HACKATHON

September 2016

- Competed with 100 top entrepreneurs to create a "hack" and pitched to judges
- Created a working application demo using NFC technology in 36 hours

TEDXGUELPH GUEST SPEAKER NOMINEE

October 2016

- Nominated by the committee to be a guest speaker at the TEDxGuelph 2016 conference for encompassing an "entrepreneur spirit"