

WINNY PENG

Email: winny.peng@mail.utoronto.ca | [LinkedIn](#) | [Portfolio](#)

EDUCATION

University of Toronto

Bachelor of Science (HBS) in Communications, Culture, Information & Technology; Computer Science; Statistics Jun 2023

Sheridan College

Certificate in Digital Communications

Toronto, ON

Jun 2023

EXPERIENCE

Scotiabank

Strategy & Projects Intern (Wealth Management)

Toronto, ON

Sept 2022 – present

- Assisted in the development of advisor and client-facing projects and key initiatives in the Specialized Programs & Client Solutions team to support the Total Wealth business line in Scotia Wealth Management.
- Helped plan and coordinate events, and edited advisor-facing materials.
- Conducted research and analysis support such as synthesizing findings from articles, research papers, reports and whitepapers to propose future projects and strategic development.

ICCIT Student Mentorship Program (ISMP), University of Toronto

Student Mentor

Toronto, ON

Aug 2021 – present

- Offered guidance, support, and mentoring to newly admitted students at the University of Toronto's Communication, Culture, Information & Technology (CCIT) program.

EGGUINO INC.

Small Business Owner

Toronto, ON

Jan 2020 – present

- Started an online stationery shop that sells hand-drawn stickers, notepads, notebooks, and more.
- Successfully negotiated and worked alongside manufacturers to create high quality stationery products, while managing day-to-day store activities and social media management.

Families Canada

Communications & Technology Officer

Ottawa, ON

Oct 2021 – Aug 2022

- Delivered support in website administration, maintenance, security and general upkeep.
- Implement updates and support the launch of the organization's upcoming online store, membership management system, and learning management system.

Carmazon

Copywriter Intern

Toronto, ON

May 2021 – Jun 2021

- Improved usability for Carmazon's website by offering suggestions based on web design best practices and accessibility concerns, and creating web accessible copy for Carmazon's website.

LCI Movement

Social Media Consultant

Toronto, ON

Jan 2021 – Apr 2021

- Drafted content for LCI Movement's social media and created a social media strategy package to increase brand awareness and online presence.

FalseDelusion

Sales Associate

Ottawa, ON

Jun 2014 – Sept 2020

- Attended anime/gaming conventions on behalf of an indie art studio to sell art prints and other merchandise.
- Doubled sales during my time working at FalseDelusion by improving the customer experience through positive attitude, interpersonal skills, and active listening skills.

Kumon

Assistant Instructor

Ottawa, ON

Sept 2014 – Sept 2018

- Provided assistance to students in English and Math, adhering to Kumon Method standards.
- Enhanced students' learning experience by creating a safe and positive learning environment.
- Responsible for grading students' work and updating students' progress paperwork.

LEADERSHIP & INVOLVEMENT

Student Recruitment & Admissions, University of Toronto

Toronto, ON

Tour Ambassador & Volunteer

May 2022 – Sept 2022

- Assisted in student recruitment activities and initiatives, and led campus tours for incoming students.

Mystery Club, University of Toronto

Toronto, ON

VP External

Jan 2022 – Aug 2022

- Plan and run events to give students a platform to enjoy mystery-related activities such as films, riddles, books, etc.

Global Kitchen, University of Toronto

Toronto, ON

VP External; Event Coordinator

Jan 2021 – Apr 2022

- Planned and ran club events to help students learn about different cultural cuisines, food waste, and sustainability.

ACHIEVEMENTS

- **1st Place winner of Hack the Case 2022**; a hackathon and case competition held at the University of Toronto Mississauga. A website and marketing initiative was proposed to increase sales for a retail company (Amazon) during COVID-19. Submission can be viewed [here](#).
- Received a **Certificate of Completion in Media Skills** at the University of Toronto by participating in workshops for 3D Modeling, Adobe Photoshop, Adobe Illustrator, User-Centered Design, Audio Production, Video Editing, Mobile App Development, and more.
- Received a **Global Intercultural Fluency Training Series (GIFTS) Certificate** at the University of Toronto by participating in workshops to develop leadership and communication skills in facilitating cultural relations in intercultural environments.