

## EXPERIENCE

### Product Owner

May - Aug 2018

Telus Digital, Toronto, ON.

Managed cross-functional teams to deliver several digital initiatives across the Telus authenticated self-serve portal. Spearheaded Telus Digital's involvement in a company-wide rebrand of the My TELUS portal. Communicated with stakeholders to understand business requirements and ensured outcomes were met. Led UX/UI designers, content specialists, analytics specialists, developers and stakeholders to develop world-class digital experiences for TELUS customers.

### Marketing Manager

June 2017 - Jan 2018

Shelby Naturals, Toronto, ON.

Lead design and development of the company website and manage all marketing material for a Toronto skincare company. Conduct SEO reviews of website content, design advertising and marketing materials for social media and print.

### Designer

April 2016 - Jan 2017

Rise Vision, Toronto, ON.

Designed and built custom digital signage presentations for large organizations using HTML, CSS, and JavaScript. Curated and designed a subscription template library for digital signage. Regularly improved template designs based on user testing and feedback, and created accompanying instructional, sales, and promotional videos

### Digital Marketer + Copywriter

April 2017 - Dec 2017

Rise Vision, Toronto, ON.

Lead design and development of the company website and manage all marketing material for a Toronto skincare company. Conduct SEO reviews of website content, design advertising and marketing materials for social media and print.

## EDUCATION

### University of Waterloo

Sept 2015 - Present

BA, Global Business and Digital Arts

Fourth year of honors GBDA, which combines business and digital design. Example courses include marketing, economics, user experience design and computer science.

### Institute of Integrative Nutrition

Oct 2018 - Present

Integrative Health Coach Certificate

Completing a 6-month accelerated nutrition and health coaching program.

### Intermediate Spanish Level 1 & 2

June - Aug 2018

The Spanish Centre

### Universidad Carlos III de Madrid

Jan - May 2018

International Academic Exchange.

### HackerYou

Intro and Advanced Javascript

April - Aug 2017

Intro and Advanced Webdevelopment

April - July 2016

### BrainStation

SEO/SEM & Analytics Course

July - Aug 2016

## SKILLS

### Disciplines

Product Roadmap Management, Digital Marketing, Copywriting, Creative Direction, Project Management

### Certifications

Hubspot Inbound Certified, Google Analytics Individual Qualification, Google Adwords Basics Course

### Technical Abilities

Google Analytics, Google Adwords, DOMO, JIRA, Adobe Creative Suite, Sketch, HTML5, CSS3, Javascript

## VOLUNTEER LEADERSHIP

### Ladies Learning Code

Sept 2016 - Present

Workshop Mentor

Teach workshops on HTML, CSS, JavaScript and Processing in Toronto and Waterloo.

### Fluxible Conference

Sept 2017

Conference Volunteer

Assisted with execution of a 3-day user-experience conference.

### Tech Leadership Conference

May 2017

Social Media Coordinator

Managed Communitel's social media content for conference of 1000+ participants.

### GBDA Society

Sept 2016 - April 2017

Second Year Representative

Engaged with student interests to determine opportunities to enhance student experience. Developed events, workshops, and information sessions centered around tech, design, and professional development.

### UW Marketing Society

Jan 2017 - April 2017

Social Media Executive

Created content that improved social media presence and increased engagement through content creation.

### GetConnected Conference

April 2017

Social Media Manager

Ran social media marketing for conference tailored to students.