



# Meredith Chung

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## EDUCATION

**Bachelor of Commerce  
(Hons.)**  
University of Manitoba

2018 - Present

**Major:** Marketing

**Minor:** Psychology

**Anticipated Graduation:**  
2022

**Relevant Courses:**

- Fundamentals of Marketing
- Marketing Research
- Digital Marketing
- Consumer Behaviour

## SPECIAL SKILLS

**Design Programs:**

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Canva

**Communication Software:**

- Microsoft Teams
- Microsoft Outlook
- Slack
- Asana

## HIGHLIGHT OF QUALIFICATIONS

- Energetic and engaged third year Bachelor of Commerce student majoring in marketing possessing a strong technical background and highly developed teamwork and communication skills
- 2 years of digital marketing experience with an emphasis on campaign development and execution
- Highly proficient in using social media management and analytics tools such as Sprout Social, Hootesuite and Google Analytics to monitor and increase engagement across social media platforms
- Strong understanding of web metrics and digital analytics with the ability to generate, analyze and interpret data

## RELEVANT EXPERIENCE

**Digital Marketing Assistant**  
Sphere Media Agency

May 2021 - Present

- Plan, develop and execute a social media campaign that successfully meet the client's objectives and increase online engagement by over 30%
- Contribute to meaningful idea generation with co-workers during staff meetings
- Present finalized client campaign proposals to senior staff for approval
- Research target audience behaviours of various clients and compile findings into a detailed SWOT analysis
- Communicate daily with clients through email to provide project updates and field questions and concerns quickly and effectively

## CERTIFICATIONS AND TRAINING

### Fundamentals of Digital Marketing Certification

Google Digital Garage

2020

### Advanced Google Analytics Certification

Google Digital Garage

2020

## MEMBERSHIPS

### University of Manitoba Marketing Association (UMMA)

2019 - Present

## INTERESTS

- Track and field
- Playing guitar
- Reading

### Digital Marketing Intern The Forks

May 2020 - September 2020

- Measured and reported the performance of all digital marketing campaigns and assessed against client goals
- Brainstormed new and creative growth strategies for The Forks Instagram, Facebook and Twitter accounts
- Communicated with The Forks audience on social media daily, increasing engagement by 40% over 3 months
- Developed a new SEO strategy for The Forks blog, increasing monthly views by 25%

## OTHER EXPERIENCE

### Hostess (part-time) Earl's Polo Park

January 2017 - Present

- Maintain an organized reception area, creating an easier and more efficient workflow
- Handle customer questions and complaints efficiently, ensuring consistent customer satisfaction
- Manage multiple tasks with competing deadlines while maintaining a high attention to detail

## VOLUNTEER EXPERIENCE

### Volunteer

September 2020 - Present

University of Manitoba Student Union (UMSU)

- Assist in setting up and taking down materials and decorations for UMSU events, helping to stay on schedule
- Communicated with students of diverse backgrounds at UMSU booths across campus, ensuring all felt welcomed and supported by the student union

### Dog Walker

June 2017 - September 2020

Winnipeg Humane Society

- Treated the dogs with the utmost compassion and respect, encouraging healthy relationships and behavioural patterns with humans
- Maintained the cleanliness of kennels and play spaces, ensuring the safety and well-being of the animals