

MAGGIE SHI

GROWTH MARKETER | DESIGNER | ENTREPRENEUR

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SCHOOL Bachelor of Commerce | Smith School of Business, Queen's University | Kingston, ON 2018

- Recipient of D. I. McLeod Dean's List Scholarship (2015, 2016), Queen's Principal's Scholarship (2014), DECA Inc. Scholarship (2014), Loran Scholar Honorable Mention (2014), and Chancellor's Award Nominee (2014)
- GPA: 3.79/4.30 | Specialization: Marketing Strategy

WORK Growth Marketing Contractor | 500px | Toronto, ON 2016 - present

Develop and implement data-backed strategies to grow the global 8M+ community of photographers, establishing 500px as the industry leader at the forefront of users', customers', and public's minds; 10h/week.

Business Development & Strategy Intern | 500px | Toronto, ON summer 2016

Supported many cross-business projects including global community engagement, new product development, and B2B sales assistance using data analytics, research, design-thinking, pitching, and excel modeling.

- Co-headed annual Global Photo Walk with unprecedented 15,000+ attendees from 203 cities in 7 continents
- Praised by VP of Business Development for pitch support in the closure of major B2B deals totaling \$300K+

Air Ambassador | Airbnb | Toronto, ON summer 2016

Developed supply-side host activations in the Greater Toronto Area through the development and support of the Toronto team's experiential, digital, and affiliate marketing strategies to meet increasing demands.

- Engaged 300+ individuals through online and offline channels, converting 30+ listings and 25+ new hosts

Co-Founder & CEO | enNOVATION Group (enLIGHT) | Kingston, ON 2012 - present

Lead 27-member executive team in Canada's only nonprofit aimed to connect, develop and support student founders through an inter-collegiate network of chapters, conferences, developing venture fund and more.

- Established chapters in 6 ON universities, reaching 80,000+ students with 45+ known entrepreneurs created
- Administered three international award-winning conferences for 300+ students with avg. 9.2/10 satisfaction

Freelance Graphic UI/UX Designer | Upwork Marketplace | Global 2015 - present

Utilize self-taught design skills to support 12 long-term SME clients across the globe with the creation and management of branding, presentation decks, app/web UI/UX, documents, packaging, graphics and others.

- Achieve Upwork "Top Rated" status with 93% "Job Success" rate and "Feedback Score" of 4.95/5

EXTRA-CURRICULAR Workshops Coord. | Queen's Marketing Association (QMA) | Kingston, ON 2016 - present

Orchestrate year-round and at-conference skills and networking events at Canada's most prestigious undergraduate marketing conference (QMAC) and association (merged QMAA and QMAC entity).

Alumni Relations Coord. | Queen's Marketing & Advertising Assn. (QMAA) | Kingston, ON 2014 - 2016

Spearheaded the inaugural QMAA Mentorship Program and Summer Alumni Meet & Greet event.

- Developed excel-optimization program based on 20Q survey, successful matching 26 mentorship pairs
- Promoted from First Year Representative (2014) and Logistics Coordinator (2014-2015)

ADDITIONAL

Awards | 1st Place, Kinnear Business Plan Competition (2016) | 2nd Place, RBC NGI Hackathon (2016) | 1st Place, DECA Internationals (2013, 2014) | 3rd Place, Enactus Ontario Entrepreneurship Cup (2015)

Languages | Mandarin, professional working proficiency | HTML | CSS

Software | MS Word, Excel, PPT | Apple Keynote | Adobe PSD, AI, IND | WordPress | Salesforce

I love... | Eating & Cooking | Piano (RCM Level 10) | Composing Music | Disney, Anime & Cartoons | Fonts | Digital & Traditional Art and Design | Travelling | Photography | Architecture | Sudoku & Puzzles