

Olivia Tong

Project Coordinator | Marketing | Program Coordinator | Consulting

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| ✓ Project Management | ✓ Event Coordination | ✓ Relationship Management |
| ✓ Branding and Marketing | ✓ Financial Management | ✓ Problem Solving |
| ✓ Positive Psychology | ✓ Budgeting and Planning | ✓ Leadership and Teamwork |
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SUMMARY OF QUALIFICATIONS

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- Experienced in **Marketing, Event Planning, and Project Coordination**
 - Extensive volunteer experience with a strong will to **give back to community**
 - Solid knowledge in Artificial Intelligence (AI), Neurosciences, Linguistics, Psychology, and Philosophy
 - Experienced in branding and marketing: roadshows, social media, graphic and video promotions
 - Entrusted skills in Excel, Word Cool Edit, Adobe Photoshop, Lightroom and Adobe InDesign
 - Strong analytical, problem-solving and decision-making skills
 - Proven self-starter with exceptional **leadership and teamwork** skills
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EXPERIENCE

Marketing Coordinator, KE Solutions Inc, Toronto, ON May 2018 – Oct 2018

- Provided assistance in analyzing the business's current marketing objectives and developing recommendations for relevant and insightful marketing content
- Coordinated with team members within the business to ensure successful completion of projects and other administrative events and meetings
- Managed and monitored social media content for the business as well producing relevant content for social media and website
- Developed an improved website design and layout for the business which achieved better Search Engine Optimization (SEO) and an improved customer experience

Associate General Manager, Phoenix Café, Toronto, ON May 2017 – September 2018

- Assigned and trained staff team at bar, front, cashier positions in performing competent service
- Assisted General Manager and Marketing with Social Media Marketing and event planning
- Maintained inventory and order placements for 70+ supplies at each shift

Production Director, 881 Drama Club, Toronto, ON May 2016 – April 2017

- Co-directed 2017 Annual Drama Production "The Island", duration of 140 min, audience of 700+
- Liaised with a team of 70 in the production with emphasis in acting, playwright, stage design
- Provided guidelines for backstage, sound & light, make-up and media
- Auditioned 150 staff through on-set rehearsal and improvisation, and led a cast of 9 in preparation of the annual project

President & Program Manager, ECCHO, Toronto, ON July 2014 – May 2016

- Led a team of 10 to complete 2-month program with 8 elementary schools in rural area, benefiting 1000+ underprivileged students in language, music, fine arts, and drama
 - Managed marketing activities including social media, graphic design, and video production
 - Launched Charity Club Fair to raise awareness of inequality on educational resources
 - Established strategic partnerships with eight non-profit organizations
 - Acquired 60+ members to raise awareness of social responsibility
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EDUCATION

Honours Bachelor of Arts, Double major in Linguistics and Cognitive Science Sep 2013 – Jun 2018

University of Toronto St George, Toronto, ON