

Alison Ma

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CAREER OBJECTIVE

Investment Management personnel for improvement in living standards. Strong team player who is eager to learn.

EDUCATION

Bachelor of International Economics, *UBC Vancouver School of Economics*, Canada Expected Graduation: May 2021

- BIE is an accelerated program that accepts less than 4% of applicants and has core courses in Economics, Finance and Math from the VSE and UBC Sauder School of Business
- Key courses: Advanced Empirical Methods for International Economics, Corporate Finance

WORK EXPERIENCE

Product Marketing Intern, *HKTVMall*, Hong Kong June 2020 – Present

- Boosted clickthrough rate and Customer Relationship Management (CRM) using Google Analytics and Salesforce
- Achieved 40% higher revenue in supermarket products by outputting a booklet with the team

Office Associate, *ADP Financial Ltd*, Vancouver, Canada Aug – Dec 2019

- Increased 5% business by conducting market research analysis about financial products on Excel Spreadsheet
- Enhanced operation by analyzing firm's monthly transaction in detail

Resource Development Assistant Co-op Student, *Alzheimer Society of B.C.*, Vancouver, Canada Jan – May 2019

- Achieved \$1 Million donation target by running report on Luminate Online every week for fundraising data analysis
- Expanded charity opportunities in four new regions in BC by negotiating prices and terms of use

Educator, *Lululemon Athletica Operation*, Vancouver, Canada Sep 2018 – Jan 2019

- Escalated seasonal transaction by communicating effectively on three fast-paced channels: phones, emails & live chat
- Resolved customer needs through oral and written communication by writing profile and suggesting solution

EXTRA-CURRICULAR ACTIVITIES

Program Coordinator, *UBC tandem Language Exchange Program*, Vancouver, BC Jan – Apr 2020

- Solved participants pairing problems while protecting privacy information confidentiality
- Facilitated weekly conversational exchanges between UBC community members with diverse linguistic backgrounds

Internal Department Director, *UBC HKYOURS*, Vancouver, BC Sep 2017 – Apr 2020

- Managed executive team and liaised with sponsors to organize campus-wide events
- Broke the record of 150 participants by making videos using Adobe Premiere Pro CC and promoted on Facebook

ACHIEVEMENTS & AWARDS

Google Ads Search Certification, *Google* July 2020

Piano Diploma Degree, *ABRSM* October 2015

LANGUAGE/ SKILLS

Language: Native in English, Cantonese and Mandarin

Technical Skills: Microsoft: (Word, Excel, PPT, Outlook), Statistical Analysis: (STATA, RStudio), Google Analytics, Tableau, Salesforce

INTERESTS

Playing piano, dancing and doing yoga, exploring food around.

REFERENCES

Available upon request.