

# YUNA WANG

## EDUCATION

**Bachelor of Commerce 2018**  
University of British Columbia

**Go Global Exchange 2016**  
Sciences Po Paris

- **Class of 2018 Valedictorian**

- **Dean's Honour Roll**  
Awarded for academic excellence

- **Faculty of Applied Science  
Dean's Award**  
\$1,500 awarded for outstanding  
work within Faculty of Applied  
Science (Engineering)

- **Association of Chinese  
Canadian Entrepreneurs  
Award in Business**  
\$1,000 awarded to outstanding  
student with demonstrated  
entrepreneurial aspirations

- **BMO Millennial Leaders  
Advisory Council**  
Advisory council to BMO C-suite  
consisting of female business and  
engineering students nominated  
from 10 Canadian universities

- **Brand Management  
Mentorship Program**  
Intensive Brand Management  
training course

## OTHER

- Fluent in English, French,  
Mandarin
- Self-taught designer and artist  
with international exhibitions
- Strong public speaking skills  
from competitive success on  
UBC, Sciences Po Paris, and  
Sauder JDC West debate  
teams
- Passionate about food and  
feminism

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## WORK

**Business Analyst** 2018-present  
**Form Athletica, Vancouver, BC**  
• Creating go-to-market and PR strategy for AR sports wearable product launch

**Strategy & Programs Intern (Past: Communications and Events Intern)** 2017  
**adidas, Hong Kong**  
• Implemented Supplier Summit in Vietnam to align 300+ suppliers with adidas vision  
• Developed project management training program for suppliers and local offices  
• Launched adidas Hong Kong Women's Network and engaged 200+ local employees  
in networking events, mentoring circles, and development talks

**Onboarding Specialist** 2017  
**Bench Accounting, Vancouver, BC**  
• Closed \$70,000 in monthly B2B sales through persuasive communication and  
remote SaaS demos with leads  
• Became top performer on team within four months by leveraging Salesforce CRM

**Freelance Artist & Digital Designer** 2010-2017  
**www.yunawang.ca, Vancouver, BC**  
• Earned 50% repeat business rate and 80% referral rate from clients by using Adobe  
CS and traditional media to create graphic solutions for business problems

**Assistant Marketing Analyst** 2016  
**HOMMAGE Inc., Paris, France**  
• Improved sales efficiency and customer relations for Paris-based luxury men's  
grooming company by designing and implementing SugarCRM workflow  
• Built marketing strategy for new e-commerce platform by conducting market  
research and analysis, contributing to USD\$5 million external investment

**Marketing Coordinator** 2014-2016  
**HollisWealth Global Wealth Management, Vancouver, BC**  
• Increased client prospect rate by 5-10% for HollisWealth financial advisors through  
full-service branding using Adobe CS and Wordpress (including HTML and CSS)  
• Increased prospect rate by additional 10-15% by implementing SEO, marketing, and  
social media strategy for financial advisors using Google Analytics data

## VOLUNTEER

**Junior Consultant** 2016-2017  
**UBC Strategy Consulting Initiative, Vancouver, BC**  
• Developed solutions to empower BC non-profit to increase efficiency, improve  
quality of service, and communicate achievements to secure future funding and  
ensure accountability with stakeholders  
• Proposed new systems for defining, collecting, and communicating standardized  
KPIs within mental health realm by conducting primary and secondary research

**Chairperson (Past: Media Director)** 2013-2015  
**Top 40 Under 40 Networking Breakfast, Vancouver, BC**  
• Led team of 8 to sell out 80 student tickets and confirmed 35 award-winning  
business delegates  
• Managed \$10,000 budget while facilitating team growth by challenging members to  
innovate, enforcing deadlines and standards, and prioritizing communication