

Yunjia “Melody” Chen

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EDUCATION

University of Toronto, Rotman Commerce

Bachelor of Commerce, Accounting Specialist, Data Science Focus

Toronto, ON
Class of June 2029

- Dean’s List Scholar
- Scholarships: 2025 University Women's Club Toronto Foundation Award worth \$5000

EMPLOYMENT EXPERIENCE

Social Media Marketing Intern, Hackergal | Toronto

June 2026 - August 2026

- Created a top-performing video that **increased views by 746%** and **organic interactions by 1595%** over the previous record
- Prepared strategic performance reports and analyzed quarterly performance metrics across social media platforms
- Collaborated **cross-functionally** and presented recommendations to **optimize future content direction**
- Pitched 5 content ideas weekly and produced end-to-end videos across TikTok, Instagram, and LinkedIn

Assistant Bookkeeper, CHD Logistics Inc | Saskatoon

July 2022 - August 2022

- Verified **accounts receivable** and updated financial records using **Microsoft Excel** in accordance with accounting standards
- Collaborated with logistics teams to track receivable movements

EXTRA-CURRICULAR ACTIVITIES

Director of Social Media, Toronto Commerce Connect | Toronto

September 2026 - May 2027

- Will collaborate with the Marketing team to manage social media platforms and create content that increases exposure

Events Associate, Girls Into VC | Toronto

May 2026 - May 2027

- Will support the **planning and execution of events** for the **1st** Canadian chapter of Girls Into VC
- Will coordinate **event logistics** and contribute to initiatives that support pursuing opportunities in **venture capital**

Junior Member, Rotman Commerce Accounting Society | Toronto

October 2025 - April 2026

- Completed structured monthly professional development tasks, strengthening **attention to detail**, **time management**, and foundational business and accounting knowledge

Council Representative, Innis College, University of Toronto | Toronto

September 2025 - May 2026

- Served as the Moderator of the College Affairs Board, **chairing board meetings** with around **20** members
- Summarized **College Affairs Board initiatives** and delivered updates to the full College Council through presentations

Director of Finance, Lower Mainland Debate Society | Vancouver

September 2024 - Present

- Prepared **100+ journal entries** and maintained **general ledgers**, completing a **full accounting cycle** and reporting annually
- Managed an **annual budget of around \$1000+**, tracking revenues and expenses with on-time reporting to support executive planning and financial transparency

ACHIEVEMENTS

2nd place team - Law and Business Student Association UTSG Conference 2026

March 2026

SKILLS

Marketing: Canva, Capcut, Monday, Metricool, Procreate, <https://www.yunjiamelodychen.com/>

Data & Analytics: Python, Excel, HTML, JavaScript