

Jasmine Zhang

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Motivated and Energetic: Economics + Finance grad with hands-on sales and entrepreneurship experience. Seeking a role in Business Development. Ready to learn fast, prospect, close deals, and hit targets.

WORK EXPERIENCE

Marketing + Business Analytics • Full-time

Toronto, ON

iFinance Canada

06/2025 – Present

- **Reporting and operations:** Built Looker Studio and Power BI dashboards covering **100+ campaigns** by integrating GA4, Google Ads, BigQuery, and internal financial data through Power Query and SQL, contributing to a **~30% ROAS** increase.
- **Content development:** Produced content across LinkedIn, Instagram, and web by writing ad copy, contributing ad design input, and developing SEO strategies in SEMrush, growing organic search share from **31% to 38%** and LinkedIn followers by **20%**.
- **AI adoption:** Integrated Claude Cowork and **Claude in Excel/Hubspot** into reporting workflows by applying data privacy & security protocols required in finance, bringing new capabilities to the team as they emerge.
- **Data integrity:** Validated extracted ALIS data for **Power BI** migration by reviewing scripts to clean French accent characters, and standardizing inconsistent city name entries (e.g., "Quebec," "Québec," "Quebec City"), ensuring reliable inputs for reporting.

Business Analyst • Internship

Toronto, ON

Riipen

01/2024 – 04/2025

Performed data analysis and market research across three startups.

- **Data Extraction + Analysis:** Queried Amazon Seller data and analyzed with **SQL** and **Excel**, to identify high-margin products, seasonal trends, and track competitors, increasing inventory turnover by **~25%**
- **Dashboard Development:** Built **PowerBI** dashboards to track product performance and seller KPIs; translated **analytics** into **reporting models** for procurement and pricing decisions
- **Competitor Research:** Conducted competitor research for a housing company, comparing features, positioning, and pricing; **identified strategic gaps** and presented recommendations, which were adopted by the executive team.
- **Strategic Communication:** Proposed **email campaign content** and **SEO-driven** messaging aligned to user search intent; boosted **organic traffic by 30%** and aligned blog site to high-converting search terms

SKILLS AND CERTIFICATES

Analytics: Excel, SEMrush, UTM tracking, Power Query, Power Pivot, Power BI, SQL, Tableau, GA4, Looker Studio

Programming: Python (basic), SQL (intermediate), R (intermediate)

Interests: kickboxing, personal finance, skiing, fashion, real estate, pilates, trying every restaurant in Toronto

EDUCATION

BComm in Economics, minor in Finance

Toronto Metropolitan University (Formerly Ryerson)

Toronto, ON • 09/2021 – 04/2026

Relevant Coursework: Corporate Finance, Management Accounting, Multiple Regression, Econometrics, Analysis in R