

TONY REN

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Marketing and communications student with hands-on experience in content creation, campaign tracking, social media management, and brand execution.

Education

University of Toronto Mississauga

Sep. 2024 – Apr. 2028

Bachelor of Arts, Communication, Culture, Information and Technology (CCIT&TCS)

Work Experience

University of Toronto Mississauga – Centre of Student Engagement

April 2025 – Present

Marketing and Communications Assistant

Mississauga, Ontario

- Grew campaign reach by producing a short-form video that achieved 9,000+ views and the highest engagement rate on a reel to date for the @utmengage account.
- Supported audience growth for the @utmengage Instagram account (5,000+ followers) through consistent content planning, scheduling, and platform management.
- Increased campaign effectiveness by tracking KPIs including engagement rate, reach, and click-through performance and applying insights to future content decisions.
- Produced branded digital assets including social media posts, short-form video, and promotional materials using Adobe Photoshop, Lightroom, Premiere, Canva, and CapCut.
- Coordinated end-to-end campaign execution by aligning with internal stakeholders and designers to keep timelines, messaging, and deliverables on track.
- Maintained organized records of campaign timelines, outcomes, and audience data to support team reporting and continuous improvement.

FB Canada Express

July 2025 – November 2025

Customer Service Representative and Logistics Coordinator

Mississauga, Ontario

- Maintained clear and consistent client communications via phone and email, managing high volumes of inquiries in a fast-paced environment.
- Identified recurring service gaps and escalated findings to support process improvements, reducing repeat client issues.
- Maintained accurate operational records to support reporting and performance tracking across the team.

Grotto Tea Lounge

April 2022 – April 2025

Supervisor, Server, Barista, and Cook

Mississauga, Ontario

- Supported in-store promotional initiatives and maintained a consistent customer experience across a high-traffic environment.
- Led and trained a team across multiple roles, ensuring consistent delivery of service and brand standards.

Extracurricular Activities

Channel 6ix Film Studio

April 2025 – Present

Vice Head of Photography

University of Toronto Mississauga

- Drove awareness for an annual exhibition (300+ attendees) by managing pre and post-event social media content and coordinating sponsor communications with BMO and Red Bull.
- Produced and delivered branded photo and video assets used across promotional channels before and after the event.

Young Entrepreneur Conference (YEC)

October 2024 – Present

Head of Photography

University of Toronto Mississauga

- Delivered branded visual content on schedule for large-scale conferences by planning coverage and coordinating directly with event organizers.
- Organized and edited post-event assets to support communications, promotion, and reporting needs.

Innovative Business Association

October 2025 – Present

Photographer

University of Toronto Mississauga

- Produced timely visual assets for high-profile events including a Microsoft HQ Visit, BizMentorship, and Accounting EXPO.

Skills and Certifications

Languages: Fluent in Mandarin and English

Technical Skills: Adobe Creative Suite (Photoshop, Lightroom, Premiere), Canva, CapCut, Instagram, TikTok, LinkedIn, Meta Ads (familiar), Microsoft 365, Google Suite, ChatGPT, Microsoft Copilot

Soft Skills: Content Creation, Campaign Planning, KPI Tracking, Brand Execution, Social Media Management, Stakeholder Communication, Adaptable

Certifications: Smart Serve Ontario, G-Class License