

# Ivy Zhao

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## PROFESSIONAL SUMMARY

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Operations-focused communications graduate with experience across claims payment operations, vendor coordination, CRM workflows, content operations, and internal process documentation. Skilled at organizing complex information, supporting cross-functional workflows, resolving operational issues, and translating unclear processes into practical documentation and repeatable systems. Brings a strong foundation in communication, stakeholder support, workflow improvement, and AI-assisted process exploration.

## PROFESSIONAL EXPERIENCE

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### **Xodus Travel Services Inc.**

**Remote, ON**

*Billing Specialist*

*April 2026 - Present*

- Support claims billing and payment operations across member payments, vendor payments, failed payment investigations, and recurring payable workflows.
- Process and validate payments across multiple payment channels, including wire, cheque, EFT, virtual payment, and multi-currency claim payment workflows.
- Coordinate daily and weekly payment batches while ensuring payment records, supporting documentation, and CRM updates align with internal procedures.
- Investigate failed payments, payment discrepancies, and exception items, coordinating with internal stakeholders to support timely claim resolution.
- Assist with reconciliation, reporting, payable cleanup, and month-end operational workflows across claims and finance-adjacent processes.
- Maintain detailed training notes and process documentation while identifying workflow gaps, unclear handoffs, and opportunities to improve repeatability.
- Collaborate with claims, cost containment, finance, and operations teams to address payment inquiries, vendor issues, and cross-functional operational requests.

### **Digital Extremes**

**Remote, ON**

*Content Marketing Coordinator*

*May 2025 - August 2025*

- Produced player-facing digital content across web, social, and in-product channels, supporting announcements, events, collaborations, and live-service updates for a global audience.
- Captured, edited, and prepared gameplay footage and visual assets for short-form social media content, adapting outputs for different platforms and campaign timelines.
- Managed publishing workflows end-to-end, coordinating schedules, approvals, and revisions across marketing, design, and development teams under time-sensitive release windows.
- Supported campaign planning and execution by aligning content deliverables with marketing goals, player engagement priorities, and organizational timelines.
- Proposed and implemented a shared Excel workload tracker to complement Jira task management, improving team visibility into individual assignments, edit-readiness, and approval status across a fully remote team; the tool was adopted permanently and helped reduce pipeline bottlenecks and coordination gaps.

### **Toronto Police Service**

**Toronto, ON**

*HR Communications Student*

*January 2025 - April 2025*

- Conducted a comprehensive audit of existing HR communications infrastructure, identifying gaps in documentation, process consistency, and cross-team coordination across a large, multi-department organization.
- Synthesized findings into a formal report presented to TPS board-level leadership, with recommendations spanning resource reallocation, process standardization, and communications prioritization.

- Supported initial implementation of board-approved changes, including restructuring communication workflows and addressing obsolete documentation.
- Created employee-facing materials, newsletters, onboarding resources, and feedback tools to improve clarity and accessibility of internal HR information.

**Manulife**

**Waterloo/Toronto, ON**

*National Education Specialist*

*January 2023 - August 2023*

- Used CRM platforms to manage client communication workflows, including creation and distribution of targeted retirement education materials segmented by account type, client size, and lifecycle stage.
- Identified a reporting bottleneck caused by manual data retrieval between CRM, Excel, and PowerBI; implemented automated data pipeline connections using native Microsoft integrations, significantly reducing dashboard update time.
- Built and maintained PowerBI dashboards drawing on CRM-connected data to track campaign performance, member engagement, and operational outputs; used insights to inform content decisions and improve material effectiveness.
- Supported large-scale client transitions from legacy to new enrollment systems, coordinating timelines and tailoring communication based on account size (up to \$100M+ in assets).
- Created training documentation, automation guides, and process references to standardize workflows and support future team onboarding.
- Reviewed all materials for accuracy, readability, and compliance; ensured approvals were obtained before distribution.

**EDUCATION**

**University of Waterloo**

**Waterloo, ON**

*BA, Communication Studies (Honours Arts & Business Co-op)*

*2020 - 2026*

**CERTIFICATIONS & PROFESSIONAL DEVELOPMENT**

**THiA Travel Insurance Program (TRiP)**

*April 2026*

**Customer Service (University of Waterloo, WATSPEED)**

*August 2024*

**Business Essentials (University of Waterloo, WATSPEED)**

*August 2022*

**Business Analysis for Project Managers (LinkedIn Learning)**

*February 2022*

**SKILLS & INTERESTS**

**Operations & Coordination:** Operations Coordination | Process Documentation | Workflow Improvement | Cross-Functional Collaboration | Stakeholder Support | Project Coordination | Administrative Operations | Issue Tracking | SOP Development

**Claims, Payments & Insurance:** Claims Payment Operations | Billing Operations | Payment Processing | Vendor Coordination | Payment Reconciliation | Failed Payment Investigation | Claims Administration | Travel Insurance Operations

**Systems & Tools:** Zoho CRM | Microsoft Excel | Microsoft Office | Microsoft Teams | SharePoint | OneNote | Power BI | Jira | Salesforce | Adobe Acrobat | Google Workspace

**Content & Communications:** Copywriting | Content Production | Internal Communications | CRM Campaign Execution | Audience Segmentation | Marketing Analytics | Digital Content Workflows

**Workflow & AI:** Process Automation | AI-Assisted Workflows | Documentation Systems | Workflow Mapping

**Languages:** English (native) • Mandarin (conversational, spoken) • Shanghainese (comprehension)