

# Michelle Cheng

+1 416 882 0749 | [m7cheng@uwaterloo.ca](mailto:m7cheng@uwaterloo.ca) | [/in/michelleprsm](https://in/michelleprsm) | [website](#)

## EDUCATION

### Global Business and Digital Arts, with coop

2022-2026

University of Waterloo (Awards: President's Scholarship (admission average of 90%+))

## WORK EXPERIENCE

### Associate Producer Intern

May 2025 – Aug 2025

Electronic Arts

- Supported the successful launch of the live service game **"Skate"** by coordinating cross-functional pods (Narrative, Sandbox, Character) and partnering with four producers on feature development, improving milestone delivery through **agile sprint planning**, backlog management, and cross-team communication.
- Produced and shipped in-game features **end-to-end**, led NPC voice actor casting, and assumed Producer responsibilities for Narrative, Activities, and Cinematics to ensure production continuity during leadership absence.
- Triageed and tracked **high-priority bugs**, presented weekly updates to leadership, and leveraged **production tools** strengthening team alignment while enhancing overall game quality and player experience.

### Performance Marketing Coordinator Intern

Sept 2024 – Dec 2024

Digital Extremes (Warframe)

- Managed **20+ cross-channel performance marketing campaigns** across Google, Reddit, Facebook Manager, Apple Search, and TikTok Ads, optimizing budget allocation and targeting using live data and dashboards.
- Drove successful Warframe:1999 update launch, achieving a **15% increase in New User D7 ROAS** and a **38% increase in first logins** and installs while maintaining CPI.
- Supported high-profile partner and localized campaigns including Coco Fresh Tea, Line Messaging, and Japan Market initiatives resulting in an **88% increase** in local first logins and installs within one month.

### General Events Staff

Feb 2023 – Present

University of Waterloo Warrior Esports

- Assisted in the setup and execution of **collegiate esports events** managing logistics, crowd coordination, and technical troubleshooting ensuring smooth operations and positive attendee experiences.
- Organized and hosted weekly Super Smash Bros. Ultimate Tournaments

## PROJECTS

### Event Organizer ([@mushy\\_irl](#)) | Project Management, Event Organization, Marketing

Dec 2023 – Present

- **Owned** end-to-end planning and execution of **high-profile events**, including Toronto Underground Illegal Beyblade Tournament, and Toronto Fried Rice Tournament, Toronto Pokémon Drawing Club, Super Smash Bros Ultimate Beginner Friendly Workshops, Toronto Tech Week Switch Friendlies & more.
- Developed and implemented integrated promotional strategies including outdoor advertising, social media campaigns, interactive ads, live broadcasting, and exclusive merchandise. Driving attendance of over **500+ participants** and over **2000 concurrent livestream viewers**.
- Led cross-functional teams and managed stakeholder alignment to deliver unique events focused on **cross pollination** and **community building/engagement**.

## Skills and Tools

**Skills** | Project Management (Agile & Waterfall), Event Organization, Digital Marketing, Game Development, Interaction Design, UI/UX, Communication, Leadership, Adaptability, Problem Solving, Risk Management

**Tools** | Jira, Atlassian, Shotgrid, Airtable, Google Suites, Adobe Creative Suite (Premiere Pro, After Effects, Photoshop), Figma, Microsoft Suite, Gamesight, Databrain, Google Analytics, Redash