

Allen Chen

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EDUCATION

Queen's University Kingston, Ontario
Bachelor of Commerce 2018 – Present

- **Academics:** Cumulative GPA of 4.20/4.30; recipient of Principal's Scholarship; D.I. McLeod Dean's List with Distinction (top 10% of class)

York Mills Collegiate Institute Toronto, Ontario
Ontario Secondary School Diploma 2015 – 2018

- Final average of 95.9% (top 1% of Graduating Class); 1st in class for Accounting, Business Management and Computer Science

PROFESSIONAL EXPERIENCE

Snap Marketing Toronto, Ontario
Founder 2019 – Present

- Digital marketing agency that specializes in improving the customer journey through website optimization and email marketing
- Acted as advisor for large (\$10mm+ in revenue) health & beauty brand in executing its digital transformation strategy through analysis of online customer journey and website, and developing a comprehensive email marketing platform

Lyttec Toronto, Ontario
Co-Founder 2018 – Present

- Created home décor company that focuses on developing technology-integrated products, leading a team of four through the conceptualization and production of products with the flagship product being a remote controlled, ambient lighting cloud lamp
- Responsibilities include financial management, business development, marketing and product development, generating \$20,000 annual revenue

Mosaic Manufacturing Toronto, Ontario
Business Development & Marketing Summer Intern Summer 2019

- Startup that creates hardware and software to enable multi-color, multi-material 3D printing for single-extrusion 3D printers
- Helped manage and optimize all sales (Shopify, Amazon, distributors) & marketing (CRM, email, social media) channels; worked closely with CEO & COO to explore new business avenues (e.g. education initiatives) and develop growth department roles for incoming full-time hires
- Created automated sales and marketing processes contributing to 35% increase in company revenue and 28% increase in conversion rates

EXTRACURRICULAR ACTIVITIES

Queen's University Investment Counsel (QUIC) Kingston, Ontario
Portfolio Manager (TMT) 2019 – Present

- Work with a team of 33 students to manage a \$1.4M portfolio of Canadian and U.S. equities on behalf of the Queen's University Endowment Fund and Mackenzie Investments; completed rigorous 16-week training program with biweekly deliverables
- Presented a detailed M&A analysis on a recent transaction with a team of four mock advisors to a panel of institutional investors

CREO Solutions Kingston, Ontario
Project Manager 2019 – Present

- Student-run consultancy that serves SMEs in Canada, with advisory provided by McKinsey, Boston Consulting Group, and Bain consultants
- Currently working with a high-end clothing retailer to devise a D2C marketing strategy in transitioning from a niche to a mainstream brand
- Previously performed analysis for one of North America's largest adult sports league managers to determine areas of optimization and automation

Queen's Case Competition Union (QCCU) Kingston, Ontario
Competitor 2019 – Present

- Selected as one of five from the class of 2022 to officially represent Queen's University in national and international case competitions; completed a year-long onboarding program through practice case competitions and internal training
- Scheduled to compete at two international case competitions for the 2019-2020 season: JMUCC (Montreal) and CIBCC (Thailand)

StyleLab Kingston, Ontario
Co-Founder 2020 – Present

- Working with team of six to develop recommendation systems using AI for product landing page optimization & personalization on fashion e-commerce websites; currently partnered with Loblaw Digital to develop and implement the solution on their Joe Fresh business

YMCI Robotics Team Toronto, Ontario
Founder and Captain 2016 – 2018

- Conducted thorough competitive landscape research and created a detailed proposal presented to school admins; secured \$6,000 in funding
- Oversaw and led a team of 20 through the planning, developing, strategizing and preparation process for the competition, placing in the top 10% of 500+ teams and competing in the Ontario Provincial VEX Competition

ADDITIONAL INFORMATION

- 2020 Cansbridge Fellow, 1 of 18 (<2.4% acceptance rate) sponsored undergraduate students selected to complete an internship in Asia (deferred)
- Began investing in cryptocurrencies in 2013 and equities in 2016, generating 100x return on investment with \$1,000 initial capital
- Avid outdoorsman and camping enthusiast; strong interest in volleyball, badminton, soccer, ping pong and snowboarding