

# Allen Chen

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## EDUCATION

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### Queen's University

*Bachelor of Commerce*

Kingston, Ontario

2018 – Present

- **Cumulative GPA:** 4.19/4.30 (A+ in Business Management, HR Management, Accounting, Statistics, Finance I & II, and Mathematical Analysis)
- **Awards:** Principal's Scholarship (95%+ entrance average), D.I. McLeod Dean's List with Distinction (top 10% of program)

## PROFESSIONAL EXPERIENCE

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### Monitor Deloitte

*Summer Consultant Intern*

Toronto, Ontario

Summer 2021

- Scheduled to complete a 16-week internship in the Strategy & Business Design group at Deloitte

### Lytec

*Co-Founder*

Toronto, Ontario

2018 – Present

- Lead a team of 5 in creating smart home technology products designed to elevate living space with flagship product being a smart cloud lamp
- Completed 2 accelerator programs for S2020: defined business plan, set KPIs, and performed comprehensive customer research
- Spearhead company strategy & vision and lead marketing, sales, operations, and product ideation initiatives; hired & managed all 3 interns
- Initiatives grew revenue 171% YoY into \$30,000 business, received \$8,000 in funding; finalist for Student Startup Competition at The Forge

### Snap Marketing

*Founder*

Toronto, Ontario

2019 – 2020

- Digital marketing consultancy that specializes in improving the consumer journey; acted as advisor for large health & beauty brand in executing its digital transformation strategy through the analysis of its online customer journey and developing comprehensive email marketing campaigns
- Increased client e-commerce revenue by 12.4%, with email campaigns performing 9.1x better than industry average (engagements)

### Mosaic Manufacturing

*Business Development & Marketing Summer Intern*

Toronto, Ontario

Summer 2019

- Startup that creates hardware and software to enable multi-color, multi-material 3D printing for single-extrusion 3D printers
- Spearheaded management and optimization all sales (Shopify, Amazon, distributors) & marketing (CRM, 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

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### Queen's University Investment Counsel (QUIC)

*Portfolio Manager (Technology, Media & Telecommunications)*

Kingston, Ontario

2019 – Present

- Work with a team of 35 students to manage a \$1.8M portfolio of Canadian and U.S. equities on behalf of Queen's University and Mackenzie Investments; collaborate with team of 4 to prepare stock pitches triweekly at public meetings, directly managing ~\$250,000 sector portfolio
- Acted as mock M&A advisor for Conagra Brands on \$10.9 billion acquisition of Pinnacle Foods, presenting to panel of institutional investors

### CREO Solutions

*Project Manager*

Kingston, Ontario

2019 – Present

- Selected from the class of 2022 to lead a project team for Canada's largest student-run consultancy, serving SMEs in Canada
- Led a team of 6 to advise high-end clothing retailer on a D2C marketing strategy in transitioning from a niche to a mainstream brand, conducting market research on existing customer base and performing thorough analysis on its marketing performance; presented final recommendations to C-suite management, receiving 100% buy-in
- Performed analysis for North America's largest adult sports league management platforms to determine areas of optimization and automation

### Queen's Case Competition Union (QCCU)

*Competitor*

Kingston, Ontario

2019 – Present

- Selected as 1 of 5 from the class of 2022 to officially represent Queen's University at national and international case competitions; completed a year-long onboarding program with practice case competitions and internal training (i.e. case solving, slide design, financial analysis, storytelling)
- Competed at JMUCC (Montreal) against 27 international universities, presenting strategic initiatives for Walmart, Heart & Stroke, and Sunlife
- Taught "Cracking the Case" workshops as guest lecturer for multiple Commerce classes; coached MBA students for upcoming case competition

## ADDITIONAL INFORMATION

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- **Projects:** Worked with team of 6 to develop AI recommendation system for product landing page optimization & personalization on fashion e-commerce websites; partnered with Loblaw Digital to implement the solution for their Joe Fresh division
- **Leadership:** Founder & Captain of high school robotics team, secured \$6,000 in funding and led a team of 20 to place in top 10% of 500+ teams
- **Investing:** Began investing in cryptocurrencies in 2013 and equities in 2016, generating 100x return on investment with \$1,000 initial capital
- **Interests:** Avid outdoorsman and camping enthusiast; strong interest in volleyball, badminton, soccer, ping pong and snowboarding
- **Cansbridge Fellow:** 1 of 18 Canadian undergraduate students selected to complete weeklong bootcamp in SF and an internship in Asia (cancelled due to COVID-19); part of inaugural cohort for Cansbridge Fellowship Incubator, a 10-week summer accelerator program