

Allen Chen

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EDUCATION

Queen's University

Bachelor of Commerce

Kingston, Ontario

2018 – Present

- **Academics:** Cumulative GPA of 4.21/4.30; Principal's Scholarship (95%+ entrance average); Dean's List with Distinction (top 10% of program)
- **Courses:** Accounting (A+), Business Management (A+), Finance I & II (A+), HR Management (A+), Calculus (A+), Statistics (A+)

PROFESSIONAL EXPERIENCE

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 – 2021

- Led 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

- Founded digital marketing consultancy specializing in improving the consumer journey; advised 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

Queen's University Investment Counsel (QUIC)

Senior Portfolio Manager (Technology, Media & Telecommunications)

Kingston, Ontario

2019 – Present

- Work with a team of 35 students to manage a \$1.9M portfolio of Canadian and U.S. equities on behalf of the Queen's University Endowment Fund and Mackenzie Investments
- Maintain equity coverage for \$250,000 TMT portfolio; lead a team of 4 to perform security selection and present triweekly at public meetings
- 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

Senior 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 brand strategy, conducting market research on customer base and performing thorough analysis on 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

- **Projects:** Partnered with Loblaw Digital to develop AI recommendation system for product landing page optimization & personalization on fashion e-commerce websites; Helping make university admission processes for equitable as researcher on EDGE Leadership Reform
- **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