

# Eva Xu



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## SKILLS

- Sought-after public speaker for several international and national speaking roles; spoke to audiences of 2,000+ alongside Past Presidents Bill Clinton, George Bush, and survivors of genocides around the world
- Experienced with directing merchandising, sponsorships, and logistics for non-profit city-wide GTA events such as the Toronto Chinatown Festival; generated \$3,000 from cultural merchandise sales for charity
- Skilled with creating financial timelines, projected statements, and marketing projections as part of business plans and marketing reports for entrepreneurial project Lungevity
- Affinity for optimizing digital company presence through SEO, impressionable content, and social media analytics—developed through managing professional and personal digital blogs such as “Journey to Guiyang”

## EDUCATION

### UNIVERSITY OF WESTERN ONTARIO – London, Ontario

*Psychology & Ivey Business Dual Degree, 2014-2019 – Scholar’s Electives, 4.0 GPA, Western’s Continuing Ed. Scholarship (95%+)*

## WORK EXPERIENCE

### BUYTOPIA

**Toronto, ON**

#### Customer Relations and Operations Intern

*July 2013 – August 2013*

- Managed 6,000+ merchant-to-customer relations daily; resolved communication and product concerns
- Responsible for all merchant sales portals and compared disputed merchandise with original requisitions; upsold products/services in related categories

### ORCHARD INTERNATIONAL

**Mississauga, ON**

#### Operations and Logistics Intern

*June 2012 – August 2012*

- Optimized inventory and archive systems for 500+ product samples, reducing retrieval times by 3x
- Performed quality assurance testing for new products and approved product packaging specifications

## LEADERSHIP EXPERIENCES

### Special Events Executive—Western Voice, London, ON

*September 2014 – Present*

- Managed project timelines and acted as MC for Western’s largest singing competition with 600+ attendees; secured a celebrity guest judge (Sam Tsui) from YouTube with over 1.6 million subscribers
- Managed productions accounts to coordinate music video shoots and media contests for 10 contestants

### Project Lead— Qing Zhen Hope Schools, Guiyang, China

*July 2014 – August 2014*

- Presented Canadian high school life and education to over 100 students and faculty in Guiyang
- Created a documentary and blog detailing lives of elementary and high school students in Qing Zhen, which was presented to executives at Orchard International and featured on their monthly newsletter

### Project Coordinator—Carassauga Ambassadors Initiative, Toronto, ON

*January 2013 – October 2014*

- Established and implemented project outlines, floor plans, and dissemination of promotional material
- Facilitated a 2,000 survey project to gather demographic data for future government funding
- Trained volunteers to be liaisons between pavilions and visitors, improving participant experience

### Merchandise Lead—Toronto Chinatown Festival, Toronto ON

*June 2012 – September 2014*

- Contracted consignment deals for merchandise and created digital inventory database & storage system
- Implemented item markups to ensure optimal profit margins, generating \$3,500 in profits and raising over \$3,000 for underprivileged children

## ACHIEVEMENTS

### Motivational Speaking

#### *Spirit of Hope Gala—Metro Convention Centre, Toronto*

- Spoke about immigration and human rights alongside Bill Clinton, George Bush, and genocide survivors

#### *Freedom Day—Yonge & Dundas Square, Toronto*

- Presented Canadian rights and freedoms alongside Olympian Meaghan Mikkelsen, Travis Price, and more

### 2013 Shad Valley alumnus— Memorial University, Newfoundland

- Co-founded “Lungevity”, an activated carbon air-filter seeking to improve cyclist health in urban areas
- Worked on marketing plans for the national Shad Cup, placing 3<sup>rd</sup> for best application to theme