

## JUSTIN MCKENDRY

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Language: Native American & French (**ELIGIBLE TO WORK IN THE US**)

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### Education

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**HEC Montreal, Bachelor in Business administration (B.A.A),** **June 2018**  
• Major: Financial engineering (**Academic excellence scholarship: GPA > 3,5**)  
• Exchange in Singapore management university (SMU) (GPA > 3,5) **January 2016 – May 2016**  
**International Baccalaureate (IB) – Economic & Science, Lycée Honoré de Balzac** **June 2013**

### Professional Experiences

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**Activity, Freelance Business Strategy Consultant** (*lot LPWAN market leader*) #Minicorn (100M) **August 2017**  
IoT marketplace assessment (Thing park), reporting, growth hacking, LPWAN market sizing, tree structure, UX.

**Capgemini Consulting, Junior digital consultant** (*Digital strategy consulting*) **January – August 2017**  
Market research & implication in creating a marketplace based business model with AI for an aerospace market leader, scoping & KPIs selection for banking actor in the construction of a concierge application (Alipay, WechatPay).

**Locura, Founder** (*Clothing accessories brand & company*) <https://www.locurashop.com/> **November 2016 – Present**  
Online clothing brand. Catalogue optimization, SEM, import-export, cash model, inventory forecast, pricing strategies, sourcing on Chinese ecommerce ecosystem (Taobao, 1688.com) 66K€GMV in 5 months. Consulting branch clients (Vilebrequin, Marc Rozier (Hermes Group), Rhodriguez, Teqoya,...). +21% avg sales QoQ <https://goo.gl/Q8asXa>

**Fast up partners, Junior digital consultant & E-commerce BM** (*Digital strategy consulting*) **May – December 2016**  
Consulting pole: business audit, market research, data crunch, data mining, hack, client ppt, crowdsourcing. E-commerce pole: Brand manager for EU & NA clients on marketplace deployment, Asian Business development; SEM, monitoring, EU fiscal aid.

**Secrets fine food, Associate & Shareholder, Singapore** (*Gourmet retailer*) **January 2016 – April 2017**  
Associate & shareholder of a gourmet retailer in Singapore. Responsibilities: Accounting & financial manager. Ongoing digital marketing (Affiliation / PRM-CRM / SM / Paid ads / Feedback mngt/ SEO). New opening in NYC Q4 2018.

**Groupama (PJ), Marketing Project Manager** (*Insurance and banking group*) **May - July 2015**  
Refurbishing of sales & visual identity tools in the deployment of new digital insurances, corporate competitive Intelligence, community management, conceptualisation of commercial pamphlets, migration of a new IT system (Cicéron to Solfège)

**Kabo Productions, Executive assistant CFO** (*Communication & Movie production Company*) **May 2014 - July 2014**  
Concept, risk & financial assessment of BPs for a board of BA: French Dragons Den

**Model United Nations (HDBMUN), Co-founder** (*Academic simulation & competition*) **January 2013 - Present**  
Vice secretary-general & Security Council chair: in charge the project's organization & fundraising campaign, in charge of external relations. Successful launch with guest: J.Lang & Najat Vallaud Belkacem. Raised a total of 35k€. Elected MVP

### Other experiences

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**CFA institute research challenge** **November 2017- March 2018**  
Conducting an Equity Research Report based on a valuation report & financial models for Dollarama.

**TMX, Montreal exchange, Options trading competition** **September - December 2017**  
Option Portfolio management (Covered call, bear spread & strangle - \$ 100,000) as part of an option trading simulation.

**MKG & Communication manager, "Project identity", Singapore** **February - July 2016**  
Research and outreach initiative on national identity in Singapore. Exhibition: July 2016

**Consultant – Management consulting club, Montréal,** **September - December 2015**  
Team leader (4 consultants): financial viability on FSE/UEM's continuing vocational training product. BCG's training program.

**AIESEC HEC Corporate relations, CR portfolio Director, Montréal,** **September 2014 – May 2015**  
Cold call coaching of 6 members. Development & sales of AIESEC's GIP, signed 2 TNs. Designated best CR member.

### IT skills:

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Notions Bloomberg, Salesforce, Adobe suite, Google suite (analytics, tag manager, data studio,...), FB ad, Alexa, Lengow, Mirakl, Boxshot with mastery marketplace environment, keepa, junglescout, marvel, html, wordpress, notions of python.