

## JUSTIN MCKENDRY

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Languages: English & French (US & French Citizenships)

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## PROFILE

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Data analyst, eCommerce developer and recent graduate, I aim to leverage on my entrepreneurial background and experience in management consulting to help drive businesses front-end operations in the form of data analysis and strategy. I excel in structuring and solving ambiguous problems, extracting insights from quantitative analysis and communicating with senior managers & clients.

- Data analysis and statistical modeling
- Strategy consulting presentation & interpersonal skills
- Off/online merchandising
- Inbound SEA & SEO marketing

## PROFESSIONAL EXPERIENCE

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- Suplay, Co-Founder (**Fast Moving Consumer Goods - SaaS B2B2C**) 02/2018 - Now
- Developing an auto-checkout bot in order to diminish the acquisition time of goods in shortage online
  - Test drive bot development & web scraping for weekly online collection drops, captcha bypass and product pricing
- Actility, Freelance Strategy Consultant (**IoT Low Power Wide Area Network leader**) 08/2017 – 09/2017
- Conducted market sizing, automated reporting & B2B SEA, optimized marketplace customer journey & UX
  - Consistent 1<sup>st</sup> search engine result page for EU IoT searches, CTR 2.68% (+12% MoM), +6% conversion (€) in 1 month
- Capgemini Consulting, Junior digital consultant (**Digital strategy consulting**) 01/2017 – 08/2017
- “As is, to be” marketplace assessment & best practices, project scoping, commercial proposals & sales deck preparation
  - Data mining & market research on best-in class fintech apps (Alipay, WeChatPay) & programmatic advertising (DMP)
  - Creating company’s [1<sup>st</sup> data scraping bootcamp](#) & online merchandiser training (Amazon & Ebay)
- Locura, Co-Founder (**Retail brand**) <https://www.locurashop.com/> 11/2016 – 03/2018
- Sourcing & merchandising brand on Chinese ecommerce ecosystem (Taobao, 1688.com, Alibaba)
  - Managed SEM, import-export, customs, cash model, inventory & data management, pricing set-up, website creation
  - Stock-out in 5 months (66K€), advised & trained brand managers (Vilebrequin, Hermes JV, Teqoya...) +21% sales QoQ
- Fast up partners, Junior digital consultant & E-commerce brand manager (**Digital strategy consulting**) 05/2016 – 12/2016
- Business audit of retail companies’ digital division, lead A/B testing advertising on Facebook for lobbying firm, recommended a radical shift in online merchandising strategy for a pet food leader
  - Cold called US online based companies & assisted US & Chinese clients on marketplace deployment & EU sales growth
  - Signed & successfully launched 1<sup>st</sup> US client on Amazon EU (120k/year sales) & PR campaign (avg 3k reactions/publication)
- Secrets fine food, Associate (**Gourmet retailer - Singapore**) 01/2016 – 04/2017
- Accounting & financial reporting & forecasting, SKU sourcing, Instagram & Facebook daily animation, in-store sales.
  - 4 months break-even, 600k\$/year

## ADDITIONAL EXPERIENCE

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- D2C climate change competition (05/2018) : Finding ways to produce and consume gas renewable energy more efficiently
- CFA research challenge (03/2018) : Conducting an Equity Research Report for Canada Dollar store leader – 2<sup>nd</sup> Regional
- TMX simulation, Options trading competition (12/2017) – 2<sup>nd</sup> place at HEC
- Project identity”, Singapore (06/2016) : Research and outreach initiative on national identity in Singapore
- HEC Consulting club, Montréal (12/2015) : Managing mandate on continuing vocational training - BCG training
- AIESEC Corporate relations Director (05-12/2015): Sales of AIESEC’s GIP, signed 2 TNs. Designated best CR member
- Model United Nations (HDBMUN) Co-founder, (01-2015) : Raised 35k€, 400 students from 5 countries, Elected MVP

## EDUCATION

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- HEC Montreal, Bachelor in Business Administration (B.B.A) **Graduated April 30<sup>th</sup> 2018**
- Major: Finance (Honors)
  - Exchange in Singapore management university (SMU) (Honors) January 2016 – May 2016
- International Baccalaureate (IB) – Economics & Science, Lycée International Honoré de Balzac June 2013

## TOOLS & SKILLS

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Bloomberg, Salesforce, Postico, Adobe Suite, Facebook Ad Manager, Alexa, Lengow, Mirakl, Boxshot, Keepa, Junglescout, marvel, real time board, Google Suite (Analytics, Tag Manager, Data Studio,...). HTML, WordPress, Basic Python & SQL knowledge.