APPLICATION FOR AN INTERNSHIP AT ACTILITY

JUSTIN MCKENDRY   ☎ **+33 6 50 42 02 94**

1229 Oak avenue,   justmckendry@hotmail.com
Evanston, IL, 60202, US   www.linkedin/in/justinmckendry
Language: Native American & French (**ELIGIBLE TO WORK IN THE US**)   Personal website: www.justinmckendry.com

Education

HEC Montreal, Bachelor in Business administration (B.A.A),	**May 2018**
• Major: Financial markets (**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

Capgemini Consulting, Junior digital consultant (*Digital strategy consulting*)   **January 2017 – Present**

Locura, Founder (*Clothing accessories brand & company*)   https://goo.gl/Q8asXa   **November 2016 – Present**

Prêt à porter brand (Scarves & beanies). Sold on Amazon Europe (26 countries). Catalogue creation, optimization, SEM, import-export, cash model, inventory forecast, pricing strategies. 750 euros GMV in 1 week for sales all over Europe.

Fast up partners, Junior digital consultant & E-commerce AM (*Digital strategy consulting*)   **May 2016 – December 2016**
- Consulting pole: business audit, market research elaboration, data crunch, data mining, hack, client ppt, crowdsourcing…
- E-commerce pole: Brand manager for EU & NA clients on marketplace deployment, assist on Asian prospect search; SEO, inventory management, price and customer trade policies, EU fiscal & customs aid. Grew my own activity online.

Secrets fine food, Associate & Manager, Singapore (*Gourmet retailer*)   **January 2016 –Present**
Associate in the dvpt of a newly installed start-up in Singapore. Responsibilities: Accounting & financial manager. Ongoing digital marketing (Affiliation / PRM-CRM / Online flagship / SM / Paid ads / Feedback mngt/ SEO). New opening 2017 Q4.

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 business angels: French Dragons Den
- Creating 1st Concept book to promote French TV series & sell its rights in foreign countries

Model United Nations (HDBMUN), Co-founder (*Academic simulation & competition*)   **January 2013 -Present**
- Vice secretary-general: in charge the project's organization & fundraising campaign, spokesperson in charge of external relations. Successful launching with honourable guest: J.Lang & najat vallaud belkacem. Raised a total of 15,000€.
- Security Council chair: Coordinated multiple committees: Elected most valuable & dedicated member.

Other experiences

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/UDEM's continuing vocational training product. BCG's training program.

TMX, Montreal exchange, Options trading competition   **September - December 2015**
Option Portfolio management (Covered call, bear spread & strangle - $ 100,000) as part of an option trading simulation.

AIESEC HEC Corporate relations, CR portfolio Director, Montréal,   **September 2014 – May 2015**
- Cold call coaching of 6 members. Development & sales of AIESEC Canada's Global Internship Program (GIP)
- Signed 2 TNs with a total of 9 interviews with potential recruiters: Designated best CR member (GALA AIESEC 2014)

IT skills:

Salesforce, GIMP, Sales force, Google Analytics, Google adwords, FB ad, Alexa, Lengow, Photoshop, Boxshot with mastery in Apple, Office & marketplace environment, HTML & Wordpress code, Keepa, junglescout, & instapage.