

JUSTIN MCKENDRY

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Language: Native American & French (US & French Citizenship)

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Education

HEC Montreal, Bachelor in Business administration (B.A.A), June 2018

- Major: Finance
- Exchange in Singapore management university (SMU) (GPA > 3,5) January 2016 – May 2016

International Baccalaureate (IB) – Economics & Science, Lycée International Honoré de Balzac June 2013

Professional Experiences

Hypestore, Co-Founder (SaaS B2C) February 2018 - Present

Auto Check-out Bot targeting a wide-range of branded G & S in shortage on online stores in order to create Europe's first street-wear reselling marketplace. Tasks : TDD on online collection drops, website structure analyses, BM structure, cash model.

Activity, Freelance Business Strategy Consultant (IoT 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, Co-Founder (Clothing accessories brand & company) <https://www.locurashop.com/> November 2016 – March 2018

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

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, community management, creation of commercial pamphlets, SEM (FB, Google)

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

Other experiences

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.

Model United Nations (HDBMUN), Co-founder (Academic simulation & competition) January 2013 – March 2017

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

IT skills:

Bloomberg, Salesforce, Postico, Adobe suite, FB ad, Alexa, Lengow, Mirakl, Boxshot, keepa, junglescout, marvel, Google suite (analytics, tag manager, data studio,...) : Html, wordpress, notions of python & SQL