

# ZAC BURNS

[zac.burns@queensu.ca](mailto:zac.burns@queensu.ca) | 226-339-3294 | [www.linkedin.com/in/zacburns11](http://www.linkedin.com/in/zacburns11)

## EDUCATION

**Bachelor of Commerce:** Smith School of Business, Queen's University, Kingston, ON **2014 – Present**

- Recipient: Excellence Scholarship, GPA: 3.53/4.3, D.I. McLeod Dean's List,
- 2017 Marketing Consultant Project: Marketing Excellence Award, Certificate in Social Impact (Candidate)
- Exchange to Tilburg School of Management and Economics
- Relevant coursework: Business Intelligence, Python, SQL, Java, R, Machine Learning, Data Analytics

## PROFESSIONAL EXPERIENCE

**Commercial Underwriting Intern** | Chubb Insurance, Toronto, ON **2017**

- Led an offensive data strategy; analyzed over 500 prospective environmental clients for account rounding opportunities resulting in more than \$50,000 in gross written premium generated
- Identified over 139 opportunities to up-sell Insureds policy limits generating more than \$75,000 in additional premium
- Objectively conducted risk and exposure analysis for companies in the mining, manufacturing and technology industries, with more than \$250 Million in revenue; resulting in quoting and binding \$300,000 of premium
- Designed customer prospecting tools to assist with account rounding and up-selling initiatives, resulting in identification of over 300 high potential prospects
- Collaborating with two summer interns and over ten underwriters to create customer prospecting tools and growth initiatives in the Environmental, Technology and Mining industries; presenting key findings to Chubb's Head of Commercial Insurance, Vice Presidents of Canada and Industry Specialists

**Broil King Summer Sales Team Leader** | Broil King, Waterloo, Ontario **2015 - 2016**

- Dedicated 10-15 hours a day, 7 days a week to drive product sales of more than \$46,000; exceeded typical targets by 31%
- Managed progress of a team of 5; covering an area of more than 600 KM's
- Monitored progress for each individual sales person throughout the summer; continuously providing support and training
- Created targeted selling techniques at 10 large events with +1000 people, generating more than \$5000 from each event
- Hired, trained and mentored 4 new sales people throughout the summer; new sales people placed 2<sup>nd</sup> and 3<sup>rd</sup> in sales figures
- Designed and suggested new merchandise displays for storeowners contributing to improved customer buying experiences

## EXTRACURRICULAR EXPERIENCE

**Co-Captain,** Queen's University Hyperloop Team, Kingston, ON **2017- Present**

- Establish and implement short and long term design and sponsorship objectives for the team
- Coordinated 4 team dynamics and agile product development workshops to boost team effectiveness
- Direct involvement in designing sponsorship communications and strategy to assist in raising over \$25,000 in sponsorships; co-led team to a top 100 ranking out of 2000 teams in the SpaceX Hyperloop Pod Competition

**Sponsorship Coordinator,** Queen's University Hyperloop Team, Kingston, ON **2016- Present**

- Developed unique proposals for different organizations to solicit corporate partnerships, successfully raising over \$10,000
- Manage and coordinate Hyperloop team publications, assisted in developing website and building Facebook traffic; achieving Facebook organic traffic of 500 visitors per post with over 100 being engaged

## ADDITIONAL INFORMATION

- Member: Queen's Marketing Association
- Athletics: Badminton club, Squash club, Team captain of varsity hockey team for 2 years: led the team to 2 CWOSSA championships, Ultimate Frisbee
- Hobbies: Fitness, Hockey, Volleyball, Ultimate Frisbee, Risk (the board game), Golf