

Albert Huynh

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EDUCATION

University of Waterloo

Sep 2019 – Dec 2024

Honours Bachelor of Accounting and Financial Management, Computing Minor

Waterloo, ON

- Technical Skills: Python, R, Git, Github, HTML & CSS, SQL, Tableau, Hubspot

WORK EXPERIENCE

Incoming at Clio

Sep 2023 – Dec 2023

Product Marketing Intern

Toronto, ON

- Develop a deep understanding of Affinity for Clio customers and the product capabilities
- Create compelling, targeted narratives and messaging frameworks for Sales and Marketing
- Connect with partners and target audiences to build/develop relationships, identify meaningful trends, and ensure marketing strategies are focused and impactful

Tecsys – OMNI OMS

Sep 2022 – Dec 2022

Product Manager

Toronto, ON

- Led cross-functional team of 6 in redesign and development of new UI for legacy order management software **to increase future B2B sale opportunities**
- Conducted analysis of Google Analytics data to identify process gaps and led implementation of customer experience feature for online retail support that **reduced the time-to-value by 90%**
- A/B tested UI prototypes through customer research calls to test product intuitiveness
- Utilized Google Analytics to inform product decisions, and streamline sprint planning by prioritizing most active web pages for development **resulting in quicker time to MVP**
- Conducted accessibility audits on legacy software and created user stories to improve accessibility features in coherence with WCAG, **increasing accessibility score by 20%**

DarwinAI

Jan 2022 – May 2022

Growth and Product Analyst

Waterloo, ON

- Led exploratory research through product research calls and secondary research to understand EV, and PCB markets to define success metrics & product-market fit
- A/B tested outbound campaigns and analyzed sales metrics to optimize for open and reply rates
- Optimized pre-existing outbound strategies with Python automation; decreased campaign lifecycle time by 50% to take on more value add initiatives
- Developed and led new go-to-market initiatives; resulting in calls with F500s for Q2 pipeline

MaRS Discovery District

Jun 2021 – Sep 2021

Business Analyst

Toronto, ON

- Led quantitative & qualitative analysis for Black-led Business Grant Program to examine national marketing efforts and applicant demographics
- Assisted with the \$10MM, 50-30 Ecosystem grant application by spearheading letters of support for partners to champion CILAR as a 50-30 applicant
- Collaborated with events team and researched innovative platforms to host CILAR Summit for leaders and talent in the innovation economy

ACTIVITIES & EXTRACURRICULARS

Photo/Videography (featured on Batman Instagram Page), Woodworking, Ultimate Frisbee, Tech Plus UW, UW Volleyball Club