

# BARNEY TONG

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## Experience

### **Junto** | Co-Founder | Toronto

January 2015 - June 2015

- Tested multiple traction strategies and established data metrics to evaluate test results
- A/B tested landing pages and AdWords campaign to optimize conversion rates
- Recruited technical cofounder and hired designer
- Managed project timeline from idea to product and communicated milestone targets to team
- Referred by Dennis Ensing (CEO of TransGaming Inc.) to join Incubes accelerator
- Lesson learned: Must be thorough during the customer discovery process starting from ideation stage, made too many assumptions prior to developing the product

### **Harmony Health Inc.** (formerly Harmony Asset Management) | Analyst Intern | Hong Kong

May 2014 – August 2014

- Sourced investment opportunities in the tech industry for Harmony's portfolio synergy, evaluated business models, value propositions, revenue streams, applicable market size, competitive landscape
- Worked with management teams to conduct due diligence and develop financial projections on Excel
- Created detailed high and low level PowerPoint pitch decks of analysis for partners and investors
- Received full-time offer as Analyst after graduation

### **Grapevine** | Co-Founder | Vancouver

June 2013 – May 2014

- Recruited as non-technical co-founder
- Attended e@UBC accelerator program's 2<sup>nd</sup> cohort
- Conducted 100+ business owner interviews regarding their pain points of referral programs
- Leveraged sales experience by initiating and planning B2B sales process, eventually signed up 12 local businesses for private beta launch
- Designed and created MVP mockups for mobile and web application
- Lesson Learned: Referrals are only a small part of a business owners' overall marketing strategy

### **Rowland Hanson Consulting** | Marketing Intern | Hong Kong

May 2013 – August 2013

- Selected to be on the rebranding team to bring established Chinese brands to international markets (European, North American)
- Assisted with communication strategy, distribution channels, and packaging
- Worked with overseas office to conduct international market research
- Created local focus group strategies and objectives and communicated outline with overseas team

### **Eastway Chrysler Fiat Dodge Jeep Ram Ltd.** | Sales Representative | Toronto

May 2010 – August 2011

- Sold new and used vehicles to warm and cold walk-in, online, telephone leads
- Converted warm and cold leads into visiting and purchasing customers
- Only salesperson in dealership to achieved 2 "Hatricks" (3 cars/day) from (July 2010 – December 2010)
- Created a personalized follow up process to ensure future referrals and repurchases
- Trained new salesman on "funnel" sales process

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## Education and Certification

### **BrainStation** | Web Immersive programming bootcamp

September 2015 – November 2015

### **Market Motive** | Practitioner training course in Web Analytics

August 2015

### **Market Motive** | Practitioner training course in Digital Marketing Foundations

July 2015

### **Ted Rogers School of Management** | Ryerson University | Toronto

September 2012 - June 2015

BComm in Management (Dean's list) | Concentration: Marketing | Minor: Finance

Major GPA in Marketing: **3.43** Minor GPA in Finance: **3.56** Cumulative GPA: **3.38**

### **School of Accounting & Finance** | Seneca College

September 2011 – May 2012

### **Sauder School of Business** | University of British Columbia

September 2008 – August 2009

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## Additional Skills & Passion

**Digital Marketing Software:** Google Analytics, AdWords and Keyword Planner, Unbounce, TweetDeck, MailChimp

**Programming:** HTML, CSS, JavaScript, AngularJS, PostgreSQL

**Other Software:** Adobe Photoshop + Creative Suite, Microsoft Excel + Office, Bloomberg Terminals

**Languages:** Fluent in conversational Cantonese and Mandarin, proficient in Chinese (reading and writing)

**Most Memorable Experience:** Living in India and Nepal for 8 months