

# Cara-Li Farrell

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## EDUCATION

**McGill University Desautels Faculty of Management**, Montreal, Canada 2021 – 2024E

*Bachelor of Commerce, Major in Business Analytics & Concentration in Finance, CGPA: 3.71/4.00*

Distinctions: Dean's Honour List for Academic Year 2021-2022, DMCC Team of the Year 2023

Relevant Coursework: Data Handling and Coding for Analytics, Foundations of Decision Analytics

**University of Mannheim, Mannheim Business School**, Mannheim, Germany

Winter 2023

*International Exchange Program*

## ANALYTICS SKILLS

**Tech stack:** Python (Pandas, NumPy), Tableau (currently learning), R (currently learning), Structured Query Language (SQL), Gurobi Optimization, Microsoft Product Suite (Word, PowerPoint, Excel, Outlook, Teams), Jupyter Notebook, VSCode, Spyder, MySQL

## PROFESSIONAL EXPERIENCE

**Lifter Web Marketing**, Montreal, Canada

Jul 2021 – Present

*Web Marketing Generalist*

- Built a centralized CRM (Customer Relationship Management) database by accurately converging over 7,500 KYC (Know Your Client) records from 10 Excel files streamlining newsletter process for a client in education sector.
- Researched ideas for content and wrote blog posts to optimize search engine results for clients in medical, beauty, moving services, and education industries.
- Retrieved relevant skin care product metadata to facilitate website product uploads and help customer establish e-commerce site.

**Bidgala (Art Startup)**, Montreal, Canada

Feb 2021 – Jun 2021

*Sales and Marketing Intern & Sales Team Manager*

- Managed a CRM (Customer Relationship Management) database of over 500 KYC (Know Your Client) records to ensure that potential lead database is accurate while tracking and updating with relevant customer details for subsequent sales acquisitions.
- Initiated communication with over 50 clients daily to present product features to increase customer acquisition and network on the platform and gather feedback resulting in product improvement.
- Expanded the sales team by recruiting and managing 6 new interns and providing comprehensive training to improve sales call efficiency, resulting in increased sign-up rates.

## LEADERSHIP & EXTRACURRICULAR ACTIVITIES

**Desautels Management Competition Committee (DMCC)**, Montreal, Canada

Sep 2022 – Jan 2023

*24h Interactive Case Academic Delegate | 2nd Place, Jeux du Commerce 2023 (35th edition) | DMCC Team of the Year*

- Developed case-cracking, problem-solving, analysis and presentation skills by attending weekly case crack tutorials and practicing two 3h and two 6h-long case cracks throughout the semester outside of class hours to prepare for the JDC case competition.
- Collaborated effectively with a team of 3 other students for 24 hours to solve Premier Tech's (a packaging machinery manufacturing company) to develop and communicate business recommendations in a structured manner with a 20-minute presentation to senior leaders accompanied with a PowerPoint pitch deck, resulting in placing 2<sup>nd</sup> in the competition category.

**McGill Campus Life & Engagement**, Montreal, Canada

Aug 2022 – Dec 2022

*New Student Mentorship Program Mentor*

- Mentored 2 McGill freshmen by providing guidance and support to help them navigate the transition to university life by facilitating active discussions during one-on-one check-ins to foster inclusive and open communication.
- Received training on effective mentoring techniques and best practices for building healthy and successful mentor-mentee relationships.

## SKILLS AND INTERESTS

**Language Skills:** English (fluent), French (fluent), German (beginner, enrolled in course)

**Interests:** Travelling, playing piano, sports (skiing, snowboarding, swimming, Dragon Boat, rowing), solving puzzles (sudoku, jigsaw puzzles, word searches), investing, news (global, finance, tech), reading (goal of ~25 books per year)