

Hong Yi Chen

INTERNATIONAL BACCALAUREATE CANDIDATE · ASPIRING ENTREPRENEUR · BUSINESS ANALYST

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Summary

An enthusiastic youth leader and aspiring entrepreneur dedicated to innovating for the now and future. Passionate about redefining the limits of youth-entrepreneurship of technology, while engaged in multiple startups, tech organizations, and STEAM initiatives. Applies an analytical approach to generate meaningful results and empower others. Devoted to solving the world's biggest problems, one challenge at a time.

Work Experience

Logics Academy

Markham, Ontario

WEBSITE DEVELOPER AND MARKETING INTERN

July, 2018 - PRESENT

- Revamped product pages with up-to-date content, new layouts, and animations through Wordpress, HTML, CSS, JS, and plugins.
- Redesigned and optimized e-commerce store through UI/UX design methodology. Increased conversion rates on all featured products.
- Increased social media audience engagement, overall reach, following on Twitter, Instagram, and Facebook.
- Facilitated website quality assurance testing to discover errors and optimize usability. Ensured website was mobile and desktop friendly.

Royal Bank of Canada

Toronto, Ontario

INTRAPRENEURSHIP INTERN

July, 2017 - Sept 2017

- Assisted in product design and development of intrapreneurial campaigns, resources, and packages focusing on innovative technologies.
- Utilized UI/UX tools and design methodology to improve overall user experience for the intrapreneurship and innovation community page.
- Increased engagement and assisted with internal platform pages, representing intrapreneurship in the community.
- Featured on RBC Connect (Company intranet) homepage for over 80,000 employees to my exemplary efforts and curated content.

Greenback Co.

Markham, Ontario

CHIEF EXECUTIVE OFFICER AND CO-FOUNDER

Oct. 2017 - PRESENT

- Facilitated a team of 25+ individuals to raising \$5000 in funding and launching an enviro-tech venture, breaking even within 3 weeks.
- Improved and maintained key partnerships with Grant Thornton, Bullfrog Power, Junior Achievement, and Y-Combinator.
- Assisted with e-commerce functionality integration via Stripe API's on all platforms.
- Cultivated a team with 5 Junior Achievement award nominations, including Leadership in Innovation.

Cogito Apparel

Toronto, Ontario

VICE-PRESIDENT OF PRODUCTION AND CO-FOUNDER

Sept. 2016 - Mar. 2018

- Managed inventory and production of over \$15 000 worth of high quality apparel and lifestyle products.
- Led a team of 10 in inventory tracking, product management, and quality assurance.
- Maintained strong relations with vendors and clients, securing 50+ clients and lowest production costs.
- Finalist for VP of the Year across 500+ students in Central Ontario and contributed to the overall success of Cogito Apparel.

Extracurricular Involvement and Awards

2018	Co-President , St. Robert CHS HOSA Chapter	Thornhill, Ontario
2018	Writtens Training Coordinator , St. Robert CHS DECA Chapter	Thornhill, Ontario
2018	Brand Ambassador , Junior Achievement Central Ontario	Toronto, Ontario
2018	Co-President , St. Robert CHS FBLA Chapter	Thornhill, Ontario
2018	Vice-President , St. Robert CHS Young Entrepreneur's Club	Thornhill, Ontario
2018	Young Entrepreneur , SAGE Canada	Toronto, Ontario
2018	Youth Engagement and Outreach Coordinator , ReliablyME	Toronto, Ontario
2018	3rd Place , HOSA International Leadership Conference CPS Event	Dallas, Texas
2018	1st Place , HOSA Spring Leadership Conference CPS Event	Toronto, Ontario
2018	Top 10 Finalist , DECA International Career Development Conference LEP Event	Atlanta, Georgia
2018	2nd Place , DECA Ontario Provincials LEP Event	Toronto, Ontario
2018	Finalist , Junior Achievement Leadership in Innovation	Toronto, Ontario

Education

St. Robert Catholic High School

Thornhill, Ontario

INTERNATIONAL BACCALAUREATE PROGRAMME CANDIDATE

Sept. 2015 - PRESENT

- Maintained 95% average through rigorous grade 11 IB Programme.
- Involved in multiple leadership positions and managed over 150 students within various clubs and councils.
- Other notable academic achievements in HL Economics and SL Mathematics