

JOSHUA ALEXANDER LO

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PROFILE

- ✓ A highly-involved and motivated **trilingual** undergraduate university student majoring in the fields of *business administration, marketing, communications and consumer behaviour*. (Fluent in *English, French and Cantonese*)
- ✓ Regarded as a high achiever who is always striving for excellence seen through the pursuit of an **Honours & Business Administration degree at the Ivey Business School** – University of Western Ontario. (Exp. Class '17)
- ✓ Extensive qualifications and passion for *media, advertising, graphic design & digital photography* proven through multiple design projects and photography portfolios. (Adobe Photoshop CS6, Adobe Lightroom 5, etc.)
- ✓ Self-driven **student leader** able to manage a group of individuals, meet rigorous deadlines all while ensuring and exceeding original expectations which I have developed due to past internships and leadership experiences.
- ✓ **Technology** adept through constant exposure to windows applications, internet research and constant changing computer software. (MS Office, Windows, Prezi, Adobe, Evernote, Google Apps, iOS, etc.)
- ✓ Proficient **oral communication, public speaking & presentation skills** acquired from previous sales and promotion experience.

EDUCATION

Honours Bachelor of Management and Organizational Studies (Pre-Ivey)

September 2013 - Present

University of Western Ontario, London, ON.

- Honours Specialization in Consumer Behaviour (Candidate)
- Advanced Entry Opportunity (AEO) Status to the HBA Program at the *Ivey Business School* (Class '17)
- Western Scholars Program

WORK EXPERIENCE

Project & Communications Assistant

2014

Ontario Public Service | Ministry of Training, Colleges & Universities

- Took charge of designing the OPS' Executive Scorecard that was to be used by Senior Managers and Directors for measuring overall success of each division (Adobe Photoshop, MS Powerpoint)
- Worked on developing multiple graphics/infographics that were to be posted across the division (Piktochart)
- Actively supported my unit in planning, organizing and coordinating project activities such as creating presentations, writing reports, drafting proposals, sending e-mails, making business calls, writing meeting minutes and setting up weekly meetings (Prezi, Powtoon, MS Office, MS Excel)
- Prepared, edited, and proofread multiple project/communication documents which included presentations, marketing materials, web content, and miscellaneous office files

Real Estate Marketing & Administrative Assistant

2013 - 2014

CENTURY 21 | Leading Edge Realty Inc., Brokerage

- Developed and implemented a new marketing campaign in order to build client loyalty and word-of-mouth publicity to all targeted clients
- Re-designed promotional graphics and agent websites improving overall advertising exposure
- Re-organized the entire client database to an online filing system improving overall productivity and organization
- Actively assisted with multiple administrative tasks such as replying to client e-mails, organizing meeting appointments, sending out client letters, answering business calls, etc.

Social Media Marketing and Mortgage Assistant

2013

Maple Leaf Mortgages Ltd. (Co-op)

- Designed an innovative marketing plan and managed company pages on multiple social media platforms such as LinkedIn, Facebook and Twitter promoting overall brand awareness
- Rigorously advertised mortgage services through different communication methods online attracting clients and promoting the company brand
- Edited client mortgage applications with the use of specialized computer applications (i.e. D+H)
- Regularly updated company website by writing blogs on the latest financial news raising traffic on their website

Vice-President of Finance

2012 - 2013

Golden Trade Affairs (GTA) – Student Company | Junior Achievement: GLOBE Program

- Maintained the financial records such as recording all financial transactions and regularly checking accuracy incorporated in the company chequebook
- Assumed responsibility for company funds such as writing cheques, recording deposits, maintaining an accurate and up-to-date check register, receiving cash from sales as well as paying all the bills
- Provided leadership by training and monitoring other employees

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LEADERSHIP EXPERIENCE

Collegiate Member

2014 - Present

Zeta Psi Fraternity (Theta Phi Chapter)

- Frequently volunteered and organized philanthropy events for national and local charities which include Merrymount Children's Charity and The Movember Foundation
"The Gentlemen of Zeta Psi Theta Phi raised over \$4000 for The Movember Foundation in hopes of raising awareness on men's prostate cancer and changing the face of Men's Health"

Media & Marketing Representative

2014 - Present

Canadian Asian International Students' Association (CAISA) | University of Western Ontario

- Designed promotional graphics to promote social and academic club events (Adobe Photoshop)
- Given the responsibility to photograph various events and edit photos using computer editing software (Adobe Lightroom)
- Assisted co-directors with various administrative tasks and graphic design projects
- Coordinated with other departments in order to meet rigorous deadlines for new promotional posters, tickets, cover photos, profile photos, etc.
- Drafted new designs and sketches for the organizations' new club attire

Club Campus Ambassador & Member at Large

2014

Social Science Students' Council (SSSC) | University of Western Ontario

- Promoted council events through the use of face-to-face student interactions and advertising materials
- Actively assisted Head Officers with their duties in meeting rigorous deadlines and brainstorming campus wide events
- Managed sales booths and assumed responsibility for keeping track of student ticket finances
- Aided in the production of videos used for the promotion of large-scale student wide faculty events
- Regularly attended meetings and provided input on improving faculty structure, management and general concerns

Associate

2013 - 2014

The Pre-Business Students' Network | PDCP: Professional Development Consulting Program

- Collaborated in a team of 7 associates to develop actionable consulting solutions for specific business problems that corporate and non-profit clients were facing (i.e. Investors Group London)
- Regularly organized associate meetings in order to coordinate individual ideas and discuss best approaches in order to mitigate risk and ensure feasibility
- Created detailed consulting presentations and reports that were pitched to corporate members of these firms

PASSIONS & INTERESTS

WOOF Dance Crew

2014 - Present

Dancer

- CAISA Fashion Show: Arcadia 2014 at London Music Hall, London, ON. – Sold out show with over 2000 guests

Modern Movement Dance Crew & TruStyle Dance Team

2010 - 2013

Co-Founder | Choreographer | Dancer

- Managed a team of 20-30 dancers and oversaw time management responsibilities ensuring every dancer was readily prepared for any upcoming competitions and performances
- Choreographed as well as performed for various competitions and performances in the Greater Toronto Area:
 - BYOB: Bring Your Own Beat Urban Dance Competition 2013
 - STRUT: Students Towards Realizing A United Tomorrow Fashion Show 2011

VYbE Dance Company - FX Advanced Competitive Team

2008 - 2012

Dancer

- Assisted yearly in the production of the annual "Spotlight" end of the year show in support of various charities such as : "Red Cross for Japan Relief", "Free the Children" & "The Toronto Humane Society"
- Performed for various events and competitions in the GTA:
 - BITT: Battle In The Trenches Urban Dance Competition 2012 (Showcase)
 - STOMP Urban Dance Competition 2012
 - Step To It Urban Dance Competition 2011
 - Night It Up Night Market 2011

AWARDS & ACHIEVEMENTS

- The Western Scholarship of Excellence
- Ontario Scholar Honour Roll
- French Immersion Certificate
- SHSM (*Specialist High Skills Major*) Certificate in Business & Red Seal Diploma Designation
- York Region Business Endorsement Certificate
- Junior Achievement - GLOBE: *Leadership In Management Award*
- Junior Achievement - GLOBE: *Company of the Year Award*