

KELLY CHONG

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EDUCATION

Western University / *Sept 2019 - present*

Bachelor of Management & Organizational Studies (BMOS)

EXPERIENCE

PennyDrops Western / *Sept 2019 - present*

University Lecturer & High School Mentor

Enhanced financial literacy in high-school and Western University students through delivering workshop and lectures covering topics ranging from personal budgeting to credit scores and insurance plans

Fuse Society / *Aug 2018 - present*

BC President (2018), National Board Member (present)

Increased accessibility to business resources for 200+ high-school students by travelling to 4 schools to teach fundamental business lessons in an inaugural business program and competition I founded

Improved business literacy in 120+ high schools students through leading the organization of FUSE BC's Annual Case Competition at UBC

BeeFresh Candles / *Sept 2018 - Feb 2019*

Co-Founder & Marketing Lead

Formulated marketing strategy and branding direction of non-profit startup project BeeFresh, sustainable candles for philanthropy

Created official website: <https://beefresh.github.io>

Generated social media content, managed brand presence

Aided in **product ideation, development** of initial and final products

Raised \$375 to donate to the David Suzuki Foundation

AWARDS

1st Place (2019)

Ignite Business Case Competition

NSSSi Business Case Competition

Strive Case Competition

UBC Ennovate Final Competition