

Mitchell Li

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EDUCATION

University of Waterloo

Waterloo, Ontario

Bachelor of Mathematics; Hons. Mathematics/Business Admin. Major, Computer Science Minor

Sep. 2018 – Apr. 2023

- **Academics:** Dean's Honours List (S'20, W'21); President's Scholarship of Distinction (95%+ entrance avg.) cGPA: 3.7/4.0 (82.7%)
- **Coursework:** Financial Accounting (A+), Databases (A), Algorithmic Problem Solving (A), Statistics (A+), Applied Linear Models (A+)
- **Exchange:** Awarded JASSO Scholarship to complete the F'21 term abroad in the Liberal Arts Program (IPLA) at Tohoku University

PROFESSIONAL EXPERIENCE

Portfolio Intern | LEAP Pecaut Centre for Social Impact

Apr. 2021 – Present

LEAP is a Canadian venture philanthropy firm founded by Boston Consulting Group and has generated \$325M+ of economic impact to date

- Developed a 5-year expansion strategy for a smoking cessation venture to increase annual new patient intake by 75% across Canada
- Led and presented website redesign project to the Jays Care Foundation to elevate customer experience; crafted user personas and journey maps, restructured information architecture for optimal user flow, and designed high-fidelity wireframes on Figma
- Built Social Return on Investment models for public health ventures to enable impact measurement benchmarking to be presented in annual impact report to external stakeholders and in venture-specific pitch materials to potential funders and partners

Business Analyst Intern | Loblaw Companies Limited, PC Optimum

Sep. 2020 – Dec. 2020

- Presented digital customer engagement recommendation to senior leadership; wrote queries in SQL to conduct trend analysis on shopping behavior and modelled a 15% annual portfolio revenue upside resulting in the assembling of a task force for FY2021–Q1
- Reduced rate of in-store complications and customer grievances by 13% by leading the operational process of delivering Canada-wide mass loyalty offers for 2M+ PC Optimum members on a weekly basis

Project Management Intern | Northbridge Financial Corporation

Jan. 2020 – Apr. 2020

- Directed a cross-functional technology implementation project across engineering, human resources, and operations to deploy updated technologies to frontline users, improved insurance claims workflows for 300+ employees across Canada
- Reported monthly analysis of 1000+ company-wide project resource allocations to enable senior-level decision making using Excel

LEADERSHIP EXPERIENCE

Director of Marketing | Hack the Globe (Global Spark)

Apr. 2019 – Present

- Led strategic planning and cross-functional execution of a growth marketing strategy across design, logistics, and sponsorship teams for Hack the Globe 2021, expanding applicant pool to 103 unique schools across 37 countries in 6 continents
- Built analytics dashboard on Excel to enable data-driven decision making to optimize marketing campaigns based on past data, reaching 183,000+ unique individuals across all external facing channels over a 12-month period

Vice-President | University of Waterloo Management Consulting Club (UWMCC)

Sept. 2019 – Jan. 2021

- Led a team of 4 on a rebranding project aimed to unify and revamp the club's brand architecture and marketing strategy, resulting in an 8x increase in engagement and a 258% increase in following on digital marketing channels over 3 months
- Led PowerPoint and presentation workshops (with KPMG), resume critiques, and mock interviews over 4 terms with the club
- Connected 55+ club alumni across 10 years of operations by pitching and leading the launch of the UWMCC Executive Network

PROJECTS

Hotspotter | RU Hacks

May 2021

- Led team of engineers and designers to scope and build a centralized platform for vaccine seekers living in Ontario hotspots; won best UI/UX Design hack of 577 participants

COVID-19 Strategy | University of Pennsylvania Consult for America Case Competition

Aug. 2020

- Pitched a recovery strategy in response to the COVID-19 pandemic for an experiential-driven restaurant small business; placed top 10 of 177 teams from 64 international universities

ADDITIONAL INFORMATION

- **Skills:** Excel, PowerPoint, Python, HTML, CSS, Racket/Scheme, R, Visio, Asana, Figma, SQL, Premiere Pro, Design Thinking
- **Startup:** Developed pitch materials and advised founding team of engineers on pitch delivery, secured 1.3M USD in seed funding
- **Competitions:** Queen's University – QLEAD Conference McKinsey Challenge (Finalist), UWMCC Case Competition (Finalist)
- **Interests:** Basketball, Food photography (2 restaurant collaborations), Filmmaking (16 Weeks; 1,150+ subscribers, 85,000+ views)