

Mitchell Li

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Education

University of Waterloo

Sep. 2018 – Present

Bachelor of Mathematics – Business Administration Major, Computer Science Minor, Honours, Co-op

- cGPA: 3.7/4.0 (81.2%); Dean's Honours List (S'20); President's Scholarship of Distinction (95%+ entrance average)
- Courses: Fin. Accounting (A+), Calculus III (A+), Algorithmic Problem Solving (A), Statistics (A), Bus. Organization (A)

Experience

Analyst, Loyalty Program (PC Optimum) – Loblaw Companies Limited

Sep. 2020 – Dec. 2020

- Led a team of 3 interns on a 6-week internal consulting project to evaluate the impact of digitally engaged customers on operations; advised SVP and loyalty leadership on PC Optimum digital strategy to optimize customer retention
- Wrote complex queries in SQL on multi-billion row datasets to conduct analysis on customer shopping behaviour
- Reduced rate of in-store complications and customer grievances by 13% by spearheading creation of weekly Canada-wide loyalty offers for 2M+ PCO members under the Market Division, a \$12B food focused retail business banner
- Produced weekly reports via Salesforce and Excel for loyalty program management

Project Management Intern – Northbridge Financial Corporation

Jan. 2020 – Apr. 2020

- Advised CFO and senior leadership on the establishment of an innovation pipeline and initiatives to improve existing innovation infrastructure in response to recent developments in the insurance industry
- Improved workflows for 300+ employees across Canada by directing action items for a business implementation project involving a cross functional team of 20, for the deployment of updated technologies to frontline users
- Reported monthly analysis of 1,000+ company-wide project resource allocations to senior leadership using Excel

Accounting Administrator – Arrow Workforce Solutions

Apr. 2019 – Aug. 2019

- Expedited data entry processes by 20% by leading creation and implementation of new timesheet format to streamline operations using Excel
- Managed entry and verification of timesheet data for 1,500+ employees on a weekly basis, specifically tasked with the firm's largest clients (Fortune 500)

Activities

Junior Logistics Director (Marketing) – Global Engineering Week

Apr. 2019 – Present

- Developed international growth marketing strategy for Hack the Globe 2021, leading to a forecasted 124% increase in applications, resulting in a projection of 2,000+ applicants across 5 continents
- Engaged 15,000+ students across Canada by overseeing logistical planning and execution of Hack the Globe 2020

Vice-President of Marketing – UW Management Consulting Club

Sep. 2019 – Present

- Led a team of 4 on a rebranding project aimed to unify and revamp the club's branding scheme and marketing strategy, resulting in an 8x increase in engagement and a 258% increase in following on digital marketing channels
- Attracted 900+ student registrants from 138 international universities to virtual events by leveraging analytics to optimize marketing campaigns
- Connected 40+ club alumni by co-directing outreach for the establishment of the UWMCC Executive Alumni Network

Awards

University of Pennsylvania Consult for America International Case Competition – Wharton School

Aug. 2020

- Placed top 8% of 64 international universities (incl. Harvard, Stanford, and Wharton); pitched a recovery strategy in response to the COVID-19 pandemic for a restaurant small business

Microsoft Surface Case Competition – Microsoft

Dec. 2019

- Placed 4th of 22 competing teams; pitched a product to incentivize millennial investing to Fidelity executives

Microsoft Surface Case Competition – Microsoft

Feb. 2019

- Placed 4th of 60 competing teams; created an integrated marketing campaign for the Microsoft Surface product line

Starbucks Canada Live Consulting Case Competition – Course: BU111

Nov. 2018

- Received top 3% grade in class (Grade: A); recommended a strategic partner for Starbucks Rewards in Canada

Additional Awards: University of Waterloo Management Consulting Club Case Competition: Finalist (2019, 2020), Queen's University – QLEAD Conference McKinsey Case Challenge: Finalist (2017), Duke of Edinburgh's International Award Foundation: Bronze Award Recipient (2016).

Skills

Excel, SQL, Python, HTML, CSS, Racket/Scheme, R, Visio, Asana, Figma

Interests

Food Photography (2 restaurant collaborations), Filmmaking (15,000+ views to date)