

Mitchell Li

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Education

University of Waterloo

Sep. 2018 – Apr. 2023 (Expected)

Candidate for Bachelor of Mathematics in Business Administration, Honours Co-op

- President's Scholarship of Distinction Recipient (Awarded to 95%+ entrance average)
- Placed top 1% in class of 650+ students for Financial Accounting

Experience

Project Management Intern – Northbridge Financial Corporation

Jan. 2020 – Apr. 2020

- Directed action items for a business implementation project involving a cross functional team of 20 for the deployment of updated technologies to frontline users, impacting 300+ employees across Canada
- Analyzed the competitive landscape of the insurance industry to deliver a presentation to senior management, recommending new initiatives in response to emerging technologies
- Reported monthly analysis of 1000+ company-wide project resource allocations to senior leadership through use of Index-Match, Pivot Tables, and VBA Macros

Junior Logistics Director – Global Engineering Week

Apr. 2019 – Present

- Impacted over 10,000+ students across Canada through contributions to the ideation of themes and growth strategies for Global Engineering Week: Hack the Globe 2020
- Facilitated the hackathon's sponsorship outreach process, generating \$7600 in total sponsorships from companies including the Boston Consulting Group (BCG), IBM, and the Bill & Melinda Gates Foundation

Accounting Administrator – Arrow Workforce Solutions

Apr. 2019 – Aug. 2019

- Managed data entry and verification of timesheet data for over 1,500+ employees on a weekly basis, specifically tasked with the firm's largest clients (Fortune 500 Companies)
- Led development and implementation of new timesheet format to streamline existing data entry operations using Excel, expediting the process by 20% while minimizing error margins

Activities

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 a 34% increase in engagement on Instagram and Facebook

Research Executive – Waterloo Business Review

Sep. 2019 – Apr. 2020

- Co-led 2 articles for the publication on innovations in the healthcare and technology space by spearheading collaboration with local start-up incubators and organizations

Awards

Fidelity Investments Case Competition – Fidelity Investments

Dec. 2019

- Ideated a new service to incentivize millennial investing within 24 hours and pitched idea with implementation strategy to Fidelity executives; placed 4th out of 22 competing teams

Microsoft Surface Case Competition – Microsoft

Feb. 2019

- Worked in a team of 4 to create an integrated marketing campaign targeting post-secondary students for the Microsoft Surface product line; placed 5th out of 60 competing teams

Starbucks Canada Live Consulting Case Competition – Course: BU111

Nov. 2018

- Analyzed industry and customer trends to recommend a strategic partner for Starbucks Canada to facilitate growth of Starbucks Rewards; received top 5% grade of class (Grade: A)

Additional Awards: UW Management Consulting Club Case Competition: Top 20 Finalist (2019, 2020), Queen's University – QLEAD Conference McKinsey Case Challenge: Top 15 Semi-Finalist (2017), Duke of Edinburgh's International Award Foundation: Bronze Award Recipient (2016).

Skills

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

Interests

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