

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 <ul style="list-style-type: none">Business Major GPA: 3.72/4.0; President's Scholarship of Distinction Recipient (Awarded to 95%+ entrance average)Coursework: Financial Accounting (A+), Computer Science I (A), Business Organization and Functional Areas (A)	
Experience	Analyst, Loyalty Program – Loblaw Companies Limited	Jan. 2020 – Apr. 2020
	<ul style="list-style-type: none">Incoming Fall 2020 Co-op	
	Project Management Intern – Northbridge Financial Corporation	Jan. 2020 – Apr. 2020
	<ul style="list-style-type: none">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 CanadaAnalyzed the competitive landscape of the insurance industry to deliver a presentation to senior management, recommending new initiatives in response to emerging technologiesReported monthly analysis of 1000+ company-wide project resource allocations to senior leadership through use of Index-Match, Pivot Tables, and VBA Macros	
	Accounting Administrator – Arrow Workforce Solutions	Apr. 2019 – Aug. 2019
Activities	<ul style="list-style-type: none">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	
	Junior Logistics Director – Global Engineering Week	Apr. 2019 – Present
	<ul style="list-style-type: none">Impacted over 10,000+ students across Canada through contributions to the ideation of themes and growth strategies for Global Engineering Week: Hack the Globe 2020Facilitated 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	
	Vice-President of Marketing – UW Management Consulting Club	Sep. 2019 – Present
	<ul style="list-style-type: none">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 62% increase in engagement on Instagram, Facebook, and LinkedInLaunched marketing campaigns in collaboration with firms like Bain & Co., Capital One, and KPMGSpearheaded outreach to establish the UWMCC Executive Alumni Network; reaching 200+ members from 5+ countries around the world in less than a month after inception	
Awards	Research Executive – Waterloo Business Review	Sep. 2019 – Apr. 2020
	<ul style="list-style-type: none">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	
	Fidelity Investments Case Competition – Fidelity Investments	Dec. 2019
	<ul style="list-style-type: none">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
Skills	<ul style="list-style-type: none">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
	<ul style="list-style-type: none">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).	
	Excel, Python, HTML, CSS, Racket/Scheme, R, Visio, Asana	
Interests	Food Photography (2 restaurant collaborations), Filmmaking (15 000+ views to date)	