

# Simon Roberts

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## EDUCATION

### The University of British Columbia, Sauder School of Business

Vancouver, BC

*Bachelor of Commerce, Combined Major in Business and Computer Science Co-op*

*Graduation Date: May 2023*

- Academics: Teck Resources Scholarship (\$5,250), Trek Scholarship (\$1,500), Dean's Honour Roll (GPA: 86.3%)
- Exchange: Matched to study abroad at Copenhagen Business School in Copenhagen, Denmark during winter 2022 semester
- Relevant Courses: Introduction to Management Information Systems (A+), Quantitative Decision-Making (A+), Management of Information Systems (A), Relational Databases (A), Software Construction (A), Information Systems Development (A)

## PROFESSIONAL EXPERIENCE

### Canadian Imperial Bank of Commerce

Toronto, ON

*Business Systems Analyst*

*January 2021 – Present*

- Developing a market research tool using Python to display personal banking accounts offers from competing Canadian banks
- Leading internal SharePoint site redesign (~50 users), gathering requirements, organizing committee meetings, presenting findings
- Creating dashboards using Excel to analyze Corporate Center Technology intakes, improving estimate turnaround time by 25%

### UBC Sauder School of Business

Vancouver, BC

*Teaching Assistant*

*September 2019 – Present*

- Spearheaded shift to online learning in 2020, creating asynchronous videos and providing personalized feedback in office hours
- Taught Quantitative Decision-Making (COMM 290) tutorials for 200+ students on topics including optimization, linear programming, and decision analysis using MS Excel in virtual and in-person environments, received 4.7/5 TA rating

### AVA Technologies Inc

Vancouver, BC

*Operations Analyst*

*June 2020 – September 2020*

- Created financial models (three-statement, cash-burn, sales forecast) and pitch decks (market research, business model overview) for potential investors and partners, leading to Google for Startups Canada accepting AVA to a three-month digital accelerator
- Increased web traffic by 20% by procuring, implementing, and training team of 3 users on using HubSpot Marketing software
- Developed case studies for procuring bill-of-materials software, growing microgreens on premises, and international expansion

### Premier Paper & Print Services

Richmond, BC

*Sales Representative*

*May 2019 – August 2019*

- Increased average monthly sales from new accounts by 50% through implementing LinkedIn Sales Navigator and Sage ACT CRM, allowing sales representatives to reach key purchasers more easily in target customer groups (law firms, universities, etc.)
- Generated \$10,000 in monthly recurring revenue through cold outreach to prospective clients, closing rate of ~10%

### Dueck Auto Group

Vancouver, BC

*Marketing Coordinator*

*May 2018 – August 2018*

- Increased average monthly sales by 5% by launching social media remarketing campaign initiative with marketing manager; responsible for writing email copy (Mailchimp), graphic design (Adobe Photoshop), and researching competitor promotions
- Raised \$10,000 for Special Olympics BC by directing Dueck Classic Car Show social media, registration, and event logistics

## EXTRACURRICULAR ACTIVITIES

### UBC Commerce Undergraduate Society

Vancouver, BC

*Board of Directors, Fourth-Year Representative*

*February 2020 – Present*

- Initiated society website relaunch, creating user stories for CUS leaders (marketing, human resources, IT) and student body
- Elected representative of ~975 fourth year standing undergraduates, overseeing utilization of ~\$1.1 million annual budget

### UBC 180 Degrees Consulting

Vancouver, BC

*Consulting Director*

*April 2020 – January 2021*

- Acquired 5 non-profit clients through reaching out to executive directors over LinkedIn to explain the club's value proposition
- Increased analyst applications by over 200% (up to 200) through implementing an effective social media strategy on Facebook

*Business Analyst*

*September 2019 – March 2020*

- Identified opportunities to save client \$10,000 by collaborating on a team with 4 business analysts and publishing a slide deck detailing a cost-reduction and expansion strategy; individual contribution focused on building a bundling pricing strategy

## TECHNICAL SKILLS & INTERESTS

**Data Analytics:** Python (Pandas, BeautifulSoup, Matplotlib), Anaconda Package Manager, R (Tidyverse), SQL (MySQL, OracleDBMS)

**Software Development:** JavaScript (TypeScript), C, C++, Git, GitHub, Vim, Development Environments (VSCode, JetBrains)

**Interests:** Multi-instrumentalist (piano, saxophone, acoustic guitar), calisthenics and distance running, French language (beginner)