

# Theo Will-Dryden

1267 Dorval Drive Unit 73  
Oakville, Ontario, L6M 3Z5

will3510@mylaurier.ca  
(905) 616-0984

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## SKILL SUMMARY

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- Experienced in data analysis, project management and cross-functional communication through working in Tax Policy and Design at the Ministry of Finance and in Sales and Strategy at PepsiCo
- Highly proficient with Microsoft Office

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## EDUCATION

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**Wilfrid Laurier University**, Waterloo, Ontario, September 2014 – Present

- Honours Economics and Financial Management Co-op, Fourth Year; Overall GPA: A-
- Minor currently being pursued in Management

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## WORK EXPERIENCE

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**PepsiCo**, Mississauga, Ontario, September 2017 – December 2017

Corporate Sales and Strategy Intern

- Developed an insight tool that provides granular analysis on the success of flyer advertisement leveraged for maximization of investment in future promotions
- Analyzed product opportunities and sales trends within consumer demographic clusters for long-term planning initiatives
- Enhanced organizational understanding of new financial software through the development of training guides on using the software and creation of Excel files to effectively utilize the software's data
- Engaged in cross-functional collaboration across sales, strategy and finance to ensure successful delivery of high value projects

**Ministry of Finance**, Toronto, Ontario, January 2017 – April 2017

Policy Analyst – Personal Tax Policy and Design Division

- Researched taxation databases and created summarized reports which were presented to senior management for policy purposes
- Modeled financial impact of changes in personal tax credits and benefits on government expenditures
- Created models for analysis of spending patterns in different income demographics

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## ACTIVITIES

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- Hired for a second year as the Director of Philanthropy for Lazaridis Students' Society and increased philanthropy donations by 525% in the second term
- Advisory Chair for 5 Days for the Homeless Campaign specializing in targeting sponsorship opportunities and corporate relations, leading to an 60% increase in total donations to the campaign
- Demonstrated commitment to workplace culture through fulfilling various executive positions at PepsiCo through Employee Appreciation Week, Movember and engagement committees.
- Speaker at the Pinehurst Club Breakfast, a charity event, that has between 600-700 attendees annually