

Jarry Wu

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EDUCATION

Western University

London, Ontario

Honours Specialization in Accounting

Class of 2024

- **Honours:** Ivey Advanced Entry Opportunity (AEO), Scholarship of Distinction (\$3,500), Dean's Honour List
- **GPA:** 3.9/4.0
- **Relevant Courses:** Statistics, Data Analytics: Principles and Tools, Data Analysis & Visualization, Actuarial Sciences

EXPERIENCE

Western Marketing Association (WMA)

London, Ontario

Vice President of Conference

April 2022 – April 2023

- Negotiated corporate sponsorships with KPMG to secure a \$1000 grant and refocus outreach for WMA's flagship conference
- Coordinated with internal team members and guest speakers from Amazon, TikTok, McKinsey, Moderna, and Notion
- Exercised project management frameworks and design thinking methodology, acquiring an additional \$2,600 in funding, reducing overhead by \$1,400, and creating targeted social media campaigns with 1.2K+ impressions
- Pioneered a bi-weekly WMA Conference newsletter featuring recent updates throughout business, increasing Instagram followers by 10.4% over 8 months and securing sponsorships from local startups Zentein Nutrition and Apricotton
- Supported the redesign and maintenance of the [WMA website](#) by leveraging Figma, HTML, and Python to deliver website mocks, proof-of-concepts, and an engaging final product

Director of Finance – Conference Portfolio

September 2021 – March 2022

- Optimized a \$2000 budget, saving \$300 in expenses, and organized promotional giveaways that attracted over 100 students to WMA's 2021 – 2022 flagship conference
- Undertook sponsorships with Bounce and Zentein Nutrition, developing clear client communication, coordination, organization, and interpersonal skills that were used to maintain strong long-term relationships
- Organized an 80-student case competition, resulting in paid internship opportunities with Bounce's market development and growth marketing teams for the 4 winning students

OddFutur3 – Run As You Are (RAYA) Product Team

Vancouver, British Columbia

Product Management Intern – Research & Marketing

May 2022 – August 2022

- Performed weekly content research on the digital assets industry and companies, using excel data analytics and visualization tools to build regression models, adding 17 valuation reports used to secure partnerships with Adidas and On Running
- Synthesized competitor research to identify key specialty retail partnerships and KPIs for the "Race Around the World" launch campaign, delivering a comprehensive marketing report with a 41.9% conversion rate
- Leveraged Figma, Photoshop, and Canva to deliver 50 social media content drafts, and Excel to analyze and social media campaign performance datasets, effectively communicating research to management and increasing impressions by 200%
- Collaborated with marketing, development, and management teams, to produce periodic internal reports and company newsletters after onboarding partners like Adidas and On Running.

Western Management Consulting (WMC)

London, Ontario

Consultant – OddFutur3

September 2021 – May 2022

- Researched 6 competitors with unique decentralized autonomous organization (DAO) frameworks, providing management with a concise PowerPoint presentation to optimize management structure and support framework implementation
- Spearheaded a comprehensive analysis of the structure and competitive advantages of DAOs in the banking and art industries, enabling management to develop an action plan that successfully onboarded all members and staff

SKILLS, AWARDS, & INTERESTS

Skills: Microsoft Office (Excel, PowerPoint), Python, SQL, Figma, Photoshop, Blender, Canva

Languages: English, Chinese, French

Awards: PBSN x TD Case Comp *1st Place*, ICONIQ Stock Pitch *Finalist*, CalgaryHacks 2022 *2nd Place*, W5 Hackacomp *1st Place*

Interests: Bouldering, Cardistry, Snowboarding, Clarinet, Mixology