



# CHRISTOPHER LEE

SMALL GUY, GRANDE IDEAS

# Meet Chris Lee

strategic  
mentalist

marketing  
enthusiast

cuddly



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I JUST WANT TO MAKE ADS THAT KICK ASS AND TURN HEADS

Hello there! If you're reading this that means you're a fellow from Lowe Roche and you've probably found my job application (hopefully not in a dumpster). While I have your attention, I'd like to introduce myself. My name is **Christopher Lee** and I'm a business student who loves the world of advertising. I could say a lot more but I guess I'll cut to the chase:

I want to work at your firm.

And then you ask yourself...why? What makes this punk better than the rest of these candidates? Hopefully by the end of this, you'll understand.

Growing up, I was that odd kid who put on puppet shows for nobody and rebranded the soup cans using tape and magic markers. I like to think that I've never stopped being that kid. Like most people in advertising, I was raised with dreams of making advertisements like the ones I saw on TV.

The challenge was, I couldn't design to save my life.

So I kept pressing on and found a place within the industry that was a safe haven for people like me; strategy- taking a product, finding the right people, and strategizing how to get it to them.

With this, I went to the Schulich School of Business and began my studies in strategy and the rest is history....

## The chops

Like a really good PB&J Sandwich, I would consider my greatest strength as a strategist to be my balance. What I think makes me really stand out is my ability to not only make great ideas, but back them up with numbers and personality.

I'm a huge fan of case competitions, partially because of my interest in problem solving but mostly because it gives me an opportunity to look like I know what I'm doing in front of important people. Case competitions for me are a great way to show off my strategic side and develop ideas from the ground up. I've also gotten pretty good at them, consistently placing with the top three of my most recent endeavors. It is through this that I've been able to gain the ability to not only develop strong research skills, but use that research to create solid and tangible conclusions.

From a quantitative aspect, my work at Scotiabank as a finance intern taught me that you can't say anything unless you have the numbers to back yourself up. I learned that the hard way when I was forced to consolidate budgets all of last summer.

Lastly, a great strategy means nothing if you can't express yourself and I most definitely have no problems doing that. Like a cup of coffee, I am short, fidgety and have way too much energy making me a great presenter and communicator in almost any setting.

From both a qualifications and a social perspective, I think that I'd be a great fit for Lowe. If you feel the same way, feel free to shoot me an e-mail and I'd be happy to discuss my qualifications with you in person!



# CHRISTOPHER ALLEN LEE

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## EDUCATION

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**Schulich School of Business, York University, Toronto**

**September 2012 – April 2016**

Bachelor of Business Administration '16 – Marketing and Finance

- **Current GPA:** 7.4/9.0, Dean's Honor List, York Entrance Scholarship (\$2,000)

## WORK & LEADERSHIP EXPERIENCE

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**External Director, York Marketing Association, Toronto**

**May 2013 – Present**

- Acted as the primary liaison between the York's largest marketing association, external universities and inter-university case competitions to build reputation and event interest, presenting an overall increase of external members by 400%.
- Worked within the corporate relations team to raise over \$11,000 in funding for various events throughout the year.
- Assisted in the development of all events for a 300+ person member base.

**Wealth Management Analyst Intern, Scotiabank, Toronto**

**May 2013 – August 2013**

- Worked within Scotiabank's wealth management department to prepare financial documents and budgets for Scotia McLeod's 70+ branches nationally.
- Utilized Microsoft Excel, Access and VBA in order to effectively manipulate data and calculate values spanning multiple sources and draw conclusions from these data sets.
- Developed an automated system using VBA and Microsoft Excel macros to improve the overall ease of future data consolidation and budgeting processes.

**Campus Ambassador, Canada's Next Top Ad Exec, Toronto**

**May 2013 – Present**

- Worked to increase brand equity of the Canada's Next Top Ad Exec competition across York campus resulting in a 300% increase in submissions from the previous year.
- Created a specialized multi-tiered campaign to appropriately target the York University demographic.

**Retail Merchandise/Sales Representative, Ontario Place, Toronto**

**June 2011 - October 2011**

- Provided excellent customer service while demonstrating strong communication skills.
- Managed the sales of a store including opening and closing of the till.

## PERSONAL/ACHIEVEMENTS

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**First Place, RISE Inter-University Case Competition: PepsiCo Case Competition**

**December, 2012**

- Analyzed the logistics of PepsiCo's Frito-Lay Division and developed coordinated marketing strategies.
- Worked in a team of 4 to develop a strategy and presentation under significant time constraints.
- Presented the business case to a panel of PepsiCo representatives, achieving first place over 14 other teams.

**President, William Lyon Mackenzie Collegiate Institute**

**August 2011 – July 2012**

- Led a small council to create successful events for over 1,200 students.
- Improved council funding by over 60% and raised over \$14,000 for the Canadian Cancer Society through the development of a sponsor network of 13 companies.
- Awarded the Mary Wells Leadership award requiring at least 100 hours of leadership activity, strong academic performance (above 85%) as well as exceptional participation in extracurricular activities.

**Technical Skills:** Microsoft Office (Word, Powerpoint, Excel, etc), VBA, Adobe Photoshop and Editing Suites

**Interests:** Public Speaking, Case Competitions, Dramatic Arts, Piano (Grade 12 RCM)