
EDUCATION & AWARDS

Queen's University, *Bachelor of Computing, Biomedical Computing*, Kingston, ON 2016-2019
Make School, *The college replacement for founders and developers*, San Francisco, CA 2015-2016
Thinkful, *Independent Course Study - Front End Web Development*, Online 2014

PROFESSIONAL EXPERIENCE

Soylent Los Angeles, CA
Business Development Associate Oct. 2015 – Aug 2016

- Managed the North American College expansion program over six months with 13 direct reports from different colleges. The program generated hundreds of thousands in sales, accumulated a mid four-figure email list, and had multiple physical activations resulting in thousands of distributed samples
- Managed the influencer marketing program (Youtube, Instagram, podcasts) with a five-figure budget, leading to a low six-figure increase in sales, tens of millions in impressions, and the creation of the #fueledbysoylent social media campaign
- Created monthly KPI reports for the entire marketing unit recapping key learnings, next steps, and post mortems on various marketing initiatives which was then presented to the CFO and CMO
- Sourced deals and built strategic partnerships with companies including Wash.io, LootCrate and Interscope Records

IBM Beijing, China
Business Development – Emerging Technologies May 2015-Aug. 2015

- Worked on the China entry strategy for [Big Data University](#), I was in charge of organizing meet ups, forming strategic partnerships and organizing China's first Big Data Hackathon
- Partnered with 11 different Chinese tech firms, recruited and led a team of 10 volunteers, secured venue, and received coverage from three different Chinese media outlets (CSDN, Technode, C114)
- Drove over 1000 unique registrants to our updated Chinese website

College Pro Painters Kingston, ON
Franchisee Owner – Eastern Canada 2013-2014

- Employed 8 student painters to produce 64 jobs amounting to \$86,000 in sales revenue with a 92% satisfaction rate
- Managed all aspects of the business including business set up, hiring marketing and operations staff, booking sales, taxes, payroll, material supply, cash flow, production management, customer service and interaction with franchise corporation

McDonalds Richmond Hill, ON
Swing Manager – Franchised Store 2010-2013

- Managed labor hours to ensure labor costs were under 23%, surpassing the industry benchmark of 24%
- Developed and coached three crew members who went on to receive promotions

EXTRACURRICULAR EXPERIENCE

Writer 2015-Present
• Featured on [Forbes](#), [Huffington Post](#), [Startup Grind](#) and [Big Data University](#) covering topics ranging from startups, big data, hiring, mental models and exclusive live reporting of events

Kairos Society, *Founding Member – Canadian Chapter*, Toronto, ON 2014-2015
• Kairos Society is a global network of entrepreneurs focused on improving the world in areas like Clean Tech & Education
• Secured over \$6,000 in cash, along with in-kind sponsorship from companies such as IBM, Awake Chocolate, and Business Instincts Group, for our first conference the "Kairos Social Impact Initiative"

ADDITIONAL SKILLS AND INTERESTS

- **Programming Skillsets:** iOS (Obj-c, Swift), Web Development (HTML, CSS, Javascript, JQuery, AJAX), Java, Python
- **Cansbridge Fellow** ('15), **Microsoft Student Partner** ('15), **Tilt Campus Ambassador** ('15)
- **Delegate**, Queens Commerce Leadership Summit, Queens Business Environment Today, TedxQueens, Queens Advancing Canadian Entrepreneurship, SocialLIGHT 2014, Microsoft Build 2015, HustleCon 2015, HPAIR - Manila 2015
- **Competitor**, Next 36 Hackathon, IBM Sports Hackathon, Queen's Entrepreneurship Competition (QEC), NBTC ('15)
- **Interests:** Quantified Self, Biohacking, Big Data, Public Speaking, Reading, Chess, Rugby, Meditation