

VICKY LEUNG

604-354-1283
vla58@sfu.ca
linkedin.com/vicky-leung

EDUCATION

Bachelor of Business Administration - Beedie School of Business, Simon Fraser University **Graduation: June 2021**

Concentrating in Marketing and Management Information Systems; Business Analytics and Decision-Making Certificate

Case Competitions:

- **1st Place** - Business & Management Case Competition (Guadalajara, Mexico) **October 2019**
- **1st Place** - Business & Management International Pitch Competition (Guadalajara, Mexico) **October 2019**
- **3rd Place** - Accenture IoT Hackathon (Vancouver, Canada) **September 2019**
- **1st Place** - Mentor/Coach: SFU Peak Case Competition (Burnaby, Canada) **July 2019**
- **1st Place** - JDC West Academics Case Competition, Marketing (Burnaby, Canada) **January 2019**

PROFESSIONAL EXPERIENCE

Product Development and Research Co-op - Coast Capital Savings **May 2019 - December 2019**

- Supported a marketing campaign proposal by conducting market research and financial analysis to provide recommendations to accelerate deposit growth, resulting in funding approval for a Q4 2019 implementation
- Derived insights regarding the competitive positioning of Coast Capital's deposit products by utilizing customer profiles and competitor offerings, and created PowerPoint presentations to showcase insights to management

B2B Sales Coordinator - OpenRoad Auto Group **March 2017 - January 2018**

- Took initiative in launching a B2B partnership program that collaborated with 18 brands and 22 dealerships through a personalized vehicle shopping experience that targeted corporate employees
- Signed 45 businesses and sold 130 vehicles in a team of 2 by cold-messaging HR champions in businesses around Vancouver, conducting in-person sales meetings, and creating follow-up strategies

PROJECTS

Pro bono Consultant - Marketing Accelerator Program **January 2020 - Present**

- Provided pro bono marketing consulting for seven companies, focusing on B2B and B2C content marketing, SEO/SEM, copywriting and digital marketing strategies

Accomplishments:

- Placed 1st in a case competition for creating a B2B brand strategy for Visier to humanize their brand
- Presented a marketing strategy to a Product Lead at Microsoft to raise brand awareness of Microsoft Teams
- Launched an SEM campaign for TalentMarketPlace, resulting in 6,000 impressions and 5 sign-up intents

Business Analytics - Crime in Vancouver **January 2019 - April 2019**

- Created predictive models using KNIME, Python and Excel (association rule learner, market basket analysis, holt's winter) to derive analytical insights about crime rates in Vancouver

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

Teaching Assistant - Business Ethics (BUS 303) **September 2019 - December 2019**

- Received a perfect evaluation score by assisting the professor in classroom lectures for 60 students by ensuring that every student received personalized feedback through group work facilitation and grading of assignments

Case Mentor - SFU Peak Case Competition **July 2019**

- Mentored a team to achieve 1st place against 20 teams in a one-week case competition by coaching students in case analysis, strategy-building, PowerPoint creation and public speaking

Hackathon Competitor - YWiB UX/UI Design Showcase **October 2018 - November 2018**

- Recipient of the Most Innovative Idea and Most Eloquent presentation for designing a click-through prototype of a social networking app for SFU students to build connections on campus, using Sketch and InVision