

FELIX CHEN

* address, email, and phone number edited out for website purposes *

EDUCATION

Peter B. Gustavson School of Business – University of Victoria

Victoria, BC, Canada

Bachelor of Commerce – Entrepreneurship

September 2006 – June 2011

- Academic exchanges to **Cracow University of Economics in Krakow, Poland** (Winter 2010) and **Kansai Gaidai University in Osaka, Japan** (Spring 2008)
 - Relevant exchange coursework: *Leadership in Management, International Negotiation, Global Banking, European Union Law*
- Relevant core business coursework: *International Business, Operations Management, Corporate Finance, New Entrants Strategy, Strategic Management, Business Sustainability, Organizational Behaviour, Marketing, Management Accounting, Business Law*
- Business mentorship program participant – mentee of former Nokia Canada CEO
- Two time Jeux du Commerce (JDC) West business case competition competitor
- National Business School Conference (NBSC) delegate
- **Explore Program** attendee (five week immersion French studies) in **La Pocatiere, Quebec** (Summer 2011)

PROFESSIONAL EXPERIENCE

Neverblue Media

Victoria, BC

Market Research Analyst (Co-op placement)

March – August 2010

- Managed strict research, client acquisition, report writing and presentation deadlines in a highly-complex technical environment spanning multiple online industries such as Dating, Health, Gaming, Finance and Education
- Developed competitive intelligence techniques; provided advice to 30+ business development account executives and client account managers
- Analyzed over 1 million lines of data with 7+ different data sets in Excel to compile 200+ highly qualified leads per month for client acquisition efforts
- Identified new opportunities and generated new gross profit of \$16,000+ in a 3 month period

Commerce Students' Society – University of Victoria

Victoria, BC

Vice President of Internal Affairs (Volunteer role)

May 2009 – May 2010

- Managed operating budget of \$150,000 and collaborated in strategic planning with other executive members which resulted in 25% increase of revenue in comparison to previous year
- Directed a high performing team of 10+ director-level volunteers to organize banquets, case competition teams, a charity fashion show, two nationwide conferences and social events
- Identified knowledge retainment issues and implemented PBWorks wiki-based knowledge management system for best practice references for future generations

Gustavson School of Business – University of Victoria

Victoria, BC

Teaching Assistant

January – April 2010

- Graded undergraduate level Human Resource Management and Marketing coursework midterm and final examinations
- Invigilated midterm examinations

Advanced Ecommerce Research Systems

Victoria, BC

Sales and Marketing Assistant (Co-op placement)

August – December 2009

- Conducted extensive market research on education and cold-called top 100 USA business schools to gather market intelligence and to gain new leads
- Developed lead management framework and implemented launch of education campaign
- Created deliverables: presentations, sales reports, and research reports for senior executives

PERSONAL

Awards: 3rd place Management Information Systems – 2010 Jeux Du Commerce National Business Case Competition

Languages: Fluent in English, Cantonese, and Mandarin. Rudimentary Japanese and French.

Interests: Avid photographer, competitive CrossFitter, foodie, Igo player, ballroom dancer, Wing Chun practitioner, traveller