

Linda (Wen Rui) Chen

1001-5199 Brighthouse Way, Richmond, B.C.

226-977-0800; lchen.msc2019@ivey.ca; <https://www.linkedin.com/in/wenruilindachen>

EDUCATION

Ivey Business School, Western University, London, ON, Canada 2018- 2019

Master of Science in Management (MSc), International Business with CEMS

- Richard Ivey MSc Excellence Award, with a value of \$5,000 (2017)
- Achieved an overall 93% in Cross-cultural Management & 92% in Internationalization
- CEMS exchange: Tsinghua University, China for fall 2018; EAESP University, Brazil for winter 2019.

King's College, Western University (UWO), London, ON, Canada 2013- 2017

B.A. in Global Commerce and minor in Political Science

- Achieved an overall 91% in marketing
- Dean's Honor list for 2017 Fall/Winter and 2018 Fall/Winter
- Exchanged at the University of Salamanca, Spain for a month to study Spanish.

WORK EXPERIENCE

Suzlon Energy. Ltd., Pune, India 2018 Summer

Business Development Intern

- Designed a customer map for Suzlon's 1900+ customers in India by performing cross-industry benchmark analysis and intensive academic research.
- This helps Suzlon to segment their current customers, identify potential customers and predict future market trend; it also serves as the prototype for digitalizing its customer profiles in the future.

Bluekey Education Ltd., London, ON, Canada 2016 - 2017

Marketing coordinator and Sales Leader

- Constructed marketing plans that would increase the company's market presence in London, its new market, by analyzing customer portfolio, past performances of the company and its value propositions; started as an unknown new player in the market to being known by all targeted customers.
- Initiated several new techniques in leading the sales team and motivating sales to achieve their sales goal, for example, provide them individual training and consulting; doubled the company's revenue

SuperCharger Fintech Accelerator, Hong Kong 2016 Summer

Business Development Intern

- Collaborated with the project manager to close contracts with Standard Chartered Bank and Thomson Reuters by preparing decks for different parties. Promoted the CEO's LinkedIn account and pushed his article to be editor's pick every week, which established the company's reputation as the HK's first homegrown FinTech accelerator.

asc, London, Ontario, Canada 2015 - 2016

Co-founders

- Cofounded the start-up with my friends and the idea was to introduce the "Uber" in consulting; wanting to connect people who have knowledge and expertise in certain areas with people who have questions directly.
- Created decks and contacted potential investors.

Westca Technology Ltd., Vancouver, BC, Canada 2013 Summer

Assistant of the Marketing Director

- Developed a new marketing plan to boost the declining sales of Westca, the largest Chinese portal in Vancouver.
- Successfully sold two advertisement packages to Showcase piano (the most expensive piano store in Vancouver) and to Chali-Rosso Gallery; wrote two proposals for Westca to prompt its new online TV platform.

OTHER EXPERIENCE & INTERESTS

Western Mandarin Debate Association, Western, ***President*** 2014 - 2015

Junior Achievement Company Program, Vancouver, ***Founder and CEO*** 2012 - 2013

Model United Nation Club, Vancouver, ***Co-founder and Vice-President*** 2011 - 2012

Languages: Native proficiency in Mandarin and Cantonese; basic proficiency in Spanish

Computer Skill: Basic skills in R & R studio; strong command in Word, Excel and PowerPoint

Interest: Gym, kick boxing, travel (backpacking), music (piano, guitar and singing)