

## Meiyin “Maddie” Chu

2233 Nosuch Street  
Vancouver BC V6A 1J2  
604-223-3335  
studentemail@ubc.ca

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### EDUCATION

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University of British Columbia  
Sauder School of Business  
**Ph.D Candidate in Marketing.** GMAT 770+6 (99% percentile ranking)

Vancouver, Canada  
Expected: November, 2018

Oxford University  
**Bachelor of Science in Mathematics** (summa cum laude). GPA: 3.95/4.0.

Oxford, United Kingdom  
2008 - 2012

HEC Paris  
**Global Exchange Student**

Paris, France  
Fall 2010

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### RESEARCH EXPERIENCE

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University of British Columbia  
**Graduate Research Assistant**

- Designed and administered a national survey on consumer analytics which generated over 2000 responses and useful insights
- Organized and conducted focus group interviews for 10 groups in total to analyze consumer behaviour on buying luxury and designer products
- Collaborated with over 10 faculty members, 20 external industry contacts and staff members from partner universities overseas to carry out research activities
- Performed advanced statistical analysis with Python, Stata and R under strict deadlines

Oxford University  
**Undergraduate Research Assistant**

- Developed 3 perception maps by conducting in-depth factor and cluster analysis using Stata and Python
- Designed a training and mentorship program for undergraduate research assistants in the Mathematics department, resulting in an enrollment of over 50 students

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### LEADERSHIP/TEAMWORK EXPERIENCE

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UBC Strategy and Decision Support  
**Consultant**

Vancouver, Canada  
2015 - present

- Conducted secondary and primary research on the higher education industry under the influence of globalization
- Performed rigorous data collection activities in a team of 4 consultants which resulted in over 10 datasets useful for subsequent research activities
- Mentored and supervised 2 undergraduate research assistant by exhibiting strong leadership and interpersonal skills
- Performed industry analysis by investigating the competitive landscape of the higher education industry and its key competitors, resulting in a verbal recognition from the department head

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Oxford Marketing Association Oxford, United Kingdom  
**Director of Communications** 2010 - 2011

- Designed a digital marketing campaign that increased the website online traffic by over 200% per month
- Recruited and trained 16 student executives to promote the association, resulting in an additional 350 new enrollment
- Evaluated all key aspects of operational challenges and streamlined the event planning process, resulting in an increase in efficiency of 100%

Oxford University Oxford, United Kingdom  
**Head Teaching Assistant** 2009 - 2010

- Designed a teaching curriculum for the teaching assistant team which includes 10 teaching assistants and 1 supporting staff to improve the educational experience of the students in all sections of the course
- Supervised the teaching assistant team on all aspects regarding office hours and grading of the assignments and exams, resulting in 5/5 teaching assistant evaluation result across all sections
- Received verbal recognition from the faculty members for outstanding leadership and solid problem solving skills

HEC Paris Paris, France  
**Exchange Student Liaison** Fall 2010

- Informed the HEC Paris exchange office on all relevant issues regarding exchange student experience on campus by showcasing diplomatic and interpersonal skills
- Actively engaged in faculty and student affairs meetings to voice student concerns to enhance overall exchange student experience
- Developed solid working relationships with faculty members, staff and administration team

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### ADDITIONAL EXPERIENCE

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UBC Consulting Association Vancouver, Canada  
**VP External** 2017 - present

- Executed a well-developed 3-year strategic plan to engage and inspire students across all faculties to learn and consider consulting as a potential career, resulting in an increase in enrollment over 200%
- Advised and informed over 10 faculty members across campus on labour market trends in the consulting industry to better position students for their future career launch

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### SKILLS

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#### Language

English - Native proficiency

German - Limited working proficiency

French - Working proficiency

Mandarin - Full professional proficiency

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### PUBLICATIONS

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- 3 first-author publications: Marketing Insights (2018), Journal of Consumer Behaviour (2017), Marketing Report (2015)

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- 1 co-authored publications: Journal of International Marketing (2016)