

JEN LOONG

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- education** **UNIVERSITY OF BRITISH COLUMBIA** VANCOUVER, B.C.
2006 - present **Candidate for Bachelor of Commerce (Finance, Entrepreneurship), Minor in Economics**
- Cumulative average at 86%; UBC Dean's List 2008-09 (top 10% within faculty)
 - Awarded Golden Key International Honors (top 10% of university academically)
 - Received the Dan Garner Outstanding Student Award 2009 (top new student to the faculty), Sauder School of Business Dean's Scholarship, Odlum Brown Limited Leadership
 - Placed 2nd out of 11 teams for Non-Profit Strategy at the JDC Case Competition 2009
 - 100% of tuition and living expenses self-financed, free of debt
- experience** **SAUDER SCHOOL OF BUSINESS UNDERGRADUATE OFFICE** VANCOUVER, B.C.
Summer 2009 **Orientation Coordinator**
- Oversaw a \$35,000 budget and a team of 50 support staff, to execute a full-day programming for 900 freshmen and 1800 returning students
 - Expanded the itinerary to include programming for returning and transfer students across all years, totaling to 38 different events throughout the day
 - Coordinated closely with all faculty members and the Dean's office to create presentations
- leadership** **YOUNG WOMEN IN BUSINESS NETWORK** VANCOUVER, B.C.
2007 – 2009 **President (UBC Chapter) and Network Founding Member**
- Started a tri-mentorship program for over 100 members, that connected undergraduates with professional women over workshops, socials, and charitable initiatives
 - Recruited a network of over 50 alumni women to become mentors and partners of the program
 - Currently establishing a scholarship fund available to all underprivileged graduating girls from local high schools via broad-based application process
- Beyond P!nk Conference Chair (09), Public Relations and Creative Director (08)**
- Recruited 250 delegates across local universities and companies over three month's time in its inaugural year
 - Created the conference brand, and oversaw its implementation strategy
 - Coordinated over 60 staff to execute the two-day conference
 - Currently soliciting for 24 speakers, with the aim to produce the city's first paperless conference for 350 attendees and 16 sponsors, with a \$120,000 budget
- 2007 – 2009 **UBC REC INTRAMURALS AND RECREATION PROGRAM** VANCOUVER, B.C.
Public Relations Director (08-09), PR Assistant Director (07-08)
- Restructured the PR program into eight portfolios for more effective management and execution
 - Led a team of seven, and was awarded "Staff of the Month" twice in one year
 - Oversaw partnerships with over 160 campus groups and successfully increasing program participation rate by 40% (especially from alumni)
 - Renewed the Faculty Cup legacy by heading the planning team, and recruited 200 registrants to compete in this day-long event
- 2007 – 2008 **STUDENT LEADERSHIP CONFERENCE** VANCOUVER, B.C.
Internal Promotions Coordinator
- Recruited over 1250 delegates to one of Canada's biggest student-run leadership conferences; extended relationships with the 8 undergraduates societies to set up monthly gatherings for ideas exchange
- research** **COMMERCE SCHOLAR PROGRAM** VANCOUVER, B.C.
2009- present **Research Assistant**
- Explored more than 20 pieces of literature on the topic of pricing strategies for non-profits
 - Currently developing a suite of computer-assisted marketing models available for free download for non-profit managers to assess their pricing decisions
 - Compiling findings into a thesis statement, to be presented at the annual findings conference
- community** Executive Producer of CAMPAID Benefit Concert (sought ten bands to fundraised \$8000 for Camp Phoenix and underprivileged elementary students), Minister of Communications of B.C. Youth Parliament (liaised with 90 provincial MAL), Founder of After 8 Special Events, Honorary Member of the Royal Astronomical Society of Canada, Bronze Medalist at Canada-wide Science Fair, Placed 2nd in age group at the UBC REC Triathlon Olympic Distance 2009, one of ten selected to report to the United Nations as a Child Rights Ambassador for Hong Kong
- languages interests** English, Cantonese, Mandarin, Japanese (conversational), French, and Shanghai Dialect
Astronomy, Fitness, Piano, Promotions, Running Marathons, Travelling and Vocal Jazz