

# CONNOR EDWARDS

Cadboro Bay, BC V8N 6H8

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## EDUCATION

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Sept. 2007–  
Dec. 2011      **Peter B. Gustavson School of Business, University of Victoria**      **Victoria, BC**  
Bachelor of Commerce, Entrepreneurship

- Graduated in December 2011; GPA 3.6/4.0; Self-directed concentration: Marketing
- Relevant courses: New Entrants Strategy, Organizational Behaviour, Corporate Finance, International Business, Business and Sustainability, Marketing Strategy, Operations Management
- Alumni Champion, Class of 2011
- Two-time Jeux du Commerce (JDC) West case competition competitor.
- Selected as one of four undergraduate students to study abroad at Copenhagen Business School.

## EXPERIENCE

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Feb. 2011–  
June 2011      **CIBC Wood Gundy**      **Victoria, BC**  
Independent Consultant

- Tasked with improving client portfolio management of recently acquired practice of 400 clients currently experiencing growth.
- Created service blueprint of current delivery model; automated process using a Microsoft Excel model to decrease data entry errors and improve quarterly client reporting efficiency by three days.

Jan. 2011–  
April 2011      **Peter B. Gustavson School of Business, University of Victoria**      **Victoria, BC**  
Teaching Assistant

- Invigilated and graded exams for 300-level courses in Corporate Finance, Financial Accounting, Management Accounting, Management Information Systems, and Operations Management.

May 2010–  
Dec. 2010      **WestJet**      **Calgary, AB**  
Business Analyst, Finance

- Developed scorecard and baseline metrics for WestJet's initial corporate social responsibility report.
- Performed research and competitive analysis for U.S. cross-boarder revenue leakage.
- Managed implementation of an innovation management system for 8,000 employees from procurement to go-live execution.

## LEADERSHIP ROLES

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May 2010–  
April 2011      **UVic Commerce Students' Society**      **Victoria, BC**  
President

- Managed a budget of \$250,000 with financial transparency.
- Led a team of four vice-presidents and chaired meetings for a 30-member Leadership team.

May 2009–  
April 2010      **UVic Commerce Students' Society**      **Victoria, BC**  
Vice-President, External Affairs

- Launched a new community outreach effort that resulted in a 15 per cent increase in sponsorship.
- Supported six business units and instituted a mentorship program to strengthen succession.

## HONORS AND AWARDS

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2011      Thomas Orr Scholarship in Leadership and Service Excellence recipient  
2010      Gustavson School of Business Co-op Student of the Year nominee  
2007      British Columbia Dogwood Provincial Scholarship recipient  
         Junior Achievement of British Columbia Award of Excellence recipient

## SKILLS AND INTERESTS

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Languages      Fluent in English and working knowledge of Spanish, French and Danish  
Interests      I am an avid pilot and I enjoy playing golf, hockey, surfing in Tofino, BC, and traveling.

## REFERENCES

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**Janice Paget**, Vice-President, Finance, WestJet Airlines  
Tel: (403) xxx-xxxx, Email: xxxxxxx@westjet.com

**Ali Dastmalchian**, Dean, Peter B. Gustavson School of Business, University of Victoria  
Tel: (250) xxx-xxxx, Email: xxxxxxx@uvic.ca