



LAUREN HO

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in [/lauren-ho/](#)

An organised, result-oriented, and inquisitive first-year commerce student at Queen’s University with a strong interest in management and marketing consulting. Experience working in a professional capacity across multiple industries, including advertising, retail, F&B, and entertainment.

RELEVANT EXPERIENCE

Intern
BBDO Hong Kong
July–August 2017

BBDO Asia is Asia’s top performing creative agency, with an extensive list of clients, including Mattel, Disneyland, P&G, among others.
- Worked in a 10-person team over 6 weeks to acquire the Disneyland HK account
- Rotated through the account, planning, and creative departments for ad-hoc work
- Performed 10+ calls to determine a social-listening tool for a high-profile client

Event Manager
UWC-USA Annual Conference
2018

23 guest speakers and over 500 students come together to participate in discussions and activities revolving around key societal issues.
- Led a small team to organise the 3-day long conference on the UWC-USA campus
- Coordinated guest and panel logistics, was the main point of contact for all guests
- Led panel discussions and introduced speakers throughout the conference

Student Representative
UWC-USA Board of Trustees
2016–2018

The UWC-USA Board of Trustees meets tri-annually to discuss the managerial, financial, and operational future of the school with a two million USD endowment.
- Participated in deliberations regarding the operation of the school, including the implementation of a strategic vision and master planning architectural overhaul.
- Published notes for students and offered a student perspective to pressing issues

Part-time assistant
Katharina Reimer
March–June 2016

Reimer and Partners is a HK-based boutique strategic marketing consultancy for clients in the financial services industry.
- Managed and inputted company expenses on Excel
- Designed and updated the Reimer and Partners website
- Miscellaneous design work for the Asian University of Women, including Board meeting presentations and financial information pamphlets

Intern
Sixty8ight
October 2015

Sixty8ight is a fast-fashion lingerie and casual wear retailer with over 150 stores across Asia.
- Conducted industry research to inform product choices
- Shadowed buying teams and given a general overview of the fast-fashion industry

EDUCATION

Queen’s University
Kingston, ON

Bachelor of Commerce (Honours)
Expected graduation: 2022

Armand Hammer United World College
New Mexico, USA
2016–2018

International Baccalaureate Diploma Program
HL– Economics, English Literature, Chemistry, Theatre
SL– Math, Spanish Ab initio
Predicted grade: 44/45

Activities and Societies:

Student council, Campus store, Dance ensemble, Youth Detention Centre, Annual Conference, Wilderness leader, Yoga, Communications and Media team

Chinese International School
Hong Kong
2004–2016

2012 - 2016: Head’s Commendation (90% and up)
2016: Class speaker for MYP class of 2016
2016: MYP Personal Project, full marks
2014 - 2016: Homeroom representative