

# ETHAN BENIDY

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## EDUCATION

**Bachelor of Commerce**, University of British Columbia, *Sauder School of Business*, Vancouver, BC May 2025

**Specialization:** Business Technology Management (BTM)

**GPA (3.7/4.0):** Creative Writing (A+), Marketing Fundamentals (A-), Management Information Systems (A), Project Management (A-), Database Technology (A), Business Communications (A-)

**Awards:** International Learning Programs Award 2024 (\$1000), Dean's Honour Roll 2022

## WORK EXPERIENCE

**Marketing Intern**, *Hari B. Varshney Business Career Centre, UBC*, Vancouver, BC January 2023 - April 2023

- Built and designed weekly newsletters for about 5000 students and over 2000 employers.
- Implemented dynamic and interactive newsletter features that enhanced user engagement by 52%.
- Internally automated request processes through Qualtrics, increasing response rates by 20%.

**Financial Data Analyst**, *Mechanical Engineering UBC*, Vancouver BC September 2022 - December 2022

- Organized accounts and ledgers of 13 student teams, 30+ faculty and staff, and 1000+ students.
- Designed and implemented a fully automated data-tracking system for reimbursement claims from Workday, increasing productivity by 100%.

**Small Business Owner**, *The Boba Bar*, Manila, Philippines July 2020 - January 2021

- Successfully sold over 500 do-it-yourself milk tea kits from home within the first two weeks.
- Generated over \$1500 in sales during the first month of operations by releasing 2-3 weekly visuals.
- Amassed over 6,000 views from releasing self-edited teasers and promotions on Instagram.

## VOLUNTEER EXPERIENCE

**Visual Media Director**, *UBC Marketing Association*, Vancouver, BC May 2022 - Present

- Filmed & edited recap videos for UBC's largest marketing conference of over 120+ attendees within the same day.
- Facilitated the execution of UBC's year-end boat party campaign, increasing participant turnaround by over 65%.
- Accumulated over 125,000 views and 82,000 impressions on UBCMA's Instagram page within 10 months.

**Orientation Leader**, *UBC Sauder*, Vancouver, BC May 2023 - September 2023

- Led dynamic campus tours and interactive activities, earning a 100% satisfaction rate across 2 immersive day-long programs (The Spark and Imagine UBC).
- Enhanced new student engagement by 53% through the execution of 5 distinct ice-breaker activities.

**Ennovate Project Associate**, *Enactus UBC*, Vancouver, BC September 2021 - May 2022

- Mentored 10+ upper-level high schools in the Lower Mainland by conducting weekly interactive workshops on product development, marketing, accounting, and budgeting.
- Aided in developing 17 profitable social enterprises, with each enterprise earning \$4000+ in sales.

## AWARDS AND ACHIEVEMENTS

**Most Innovative Award (2024)** - University of British Columbia Marketing Association (UBCMA)

**Gawad Kalinga Award (2020)** - Outstanding Achievement in Business

**Case Competition Winner (2019)** - Young Entrepreneurs Competition (1st place out of 65 teams)

**Best Director (2018)** - Filipino Film Festival (1st place out of 11 films)

## SKILLS AND INTERESTS

**Technical Skills:** Asana, ClickUp, Final Cut Pro, Keynote, Adobe Creative Suite, MS Tools, SQL, Tableau

**Activities:** Film Videographer, Piano Recitalist, Guitar Player, 7-Year Competitive Golfer, Mahjong Player

**Interests:** Creative Writing Enthusiast, Pinterest Subscriber, Passionate Globetrotter (17 countries travelled)