

LOUIS C. ENG

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Professional Profile: www.englouis.com

PROFESSIONAL PROFILE / QUALIFICATIONS

- Experienced & award-winning **Digital Marketing Lead** with a proven track record of building exceptional digital experiences that add business value since 2017
- Demonstrated proficiency in marketing project coordination and making data-driven decisions that add business value (**Learn More:** www.englouis.com).
- Beyond office hours – I'm a Freelance Digital Content Producer with a strong background in client services, account management and customer service. I've delivered professional-grade content solutions for industry-leading Sports & Entertainment brands such as the Toronto Raptors, Houston Rockets, Underarmour Canada, Yahoo Sports, PUMA and more (**Learn More:** www.englouis.com/content-creation).
- Proficient Languages include: English and Cantonese

WORK EXPERIENCE

Digital Marketing Lead | Digital Marketing & Innovation

Feb 2023 – Present

Mazda Canada Incorporated (MCI)
Richmond Hill, ON

- Orchestrated the launch of 11 Model Year Change Over projects for all 2023 Mazda products by overseeing artifact circulation, tactical briefing documents, creating work-back schedules and leading status meetings. Successful launches ultimately resulted in over 36K+ vehicle sales and \$100M+ revenues across Canada in the 2023 year.
- Collaborate with creative agency to ensure adherence to Mazda.ca's existing brand guidelines for marketing web pages, overseeing project progress and pre-emptively troubleshooting issues to ensure smooth Mazda.ca page launches (Results include: Rising Legends project, Electrification Strategy page, CX-70 Vehicle Launch and more).
- Leading all content updates and overall maintenance for 136 existing Mazda.ca English & French web pages by operating as the company's sole Episerver CMS author who ensures precise website changes - resulting in accurate information for all Mazda Customers and safeguarding the company from potential false advertising and claims.
- Operating as the Creative Agency's designated marketing lead, overseeing day-to-day partnership workflow and fostering continual improvement in partner collaboration. This includes proactively resolving requests, providing marketing asset approvals, troubleshooting project delays and ensuring seamless partnership needed for product launches.

Product Owner | Digital Banking & Enablement

May 2021 – Feb 2023

Canadian Imperial Bank of Commerce (CIBC)
Toronto, ON

- Led the launch of an \$8M enterprise client relationship management transformation project for 5,000+ frontline CIBC employees across Canada (Salesforce Scheduler)
- Leveraged JIRA to review, test, troubleshoot and close user stories for this initiative and collaborated with QA stakeholders to identify & resolve all issues prior to launch
- Engaged closely with cross-functional teams, including developers, UX/UI designers, stakeholders, and consulting partners to define product vision, roadmap and priorities
- Defined and documented product requirements, user stories, and acceptance criteria, maintaining a clear and prioritized backlog for efficient product development and launches

Senior Project Management Analyst | Finance & Enterprise Business Intelligence Technology

Sep 2019 – May 2021

Canadian Imperial Bank of Commerce (CIBC)
Toronto, ON

- Finance Lead who supported 10+ Senior IT Project Managers by ensuring financial alignment and compliance across numerous multi-million-dollar tech initiatives (Financial projections, resource allocations, invoice consolidation, monthly & fiscal budgeting, capital/expense reporting, variance identification and more)

Strategy Analyst | Digital Strategy & Innovation

Jan 2019 – Apr 2019

Canadian Imperial Bank of Commerce (CIBC)
Toronto, ON

- Created a comprehensive editorial strategy document that establishes a standardized end to end methodology of work practices during collaboration with CIBC's Digital Innovation Lab and vendors & stakeholders

Product Analyst | Digital Sales & Marketing

May 2018 – Aug 2018

Canadian Imperial Bank of Commerce (CIBC)
Toronto, ON

- Supported the delivery of 3 different revenue-generating products and digital experiences to 10M CIBC clients across Canada within time & budget by unifying an agile pod of 10 to fulfill all business, legal, editorial, graphics & technology requirements needed for launch (Payment Protector Insurance, Verified.Me and Smart Account™)

Marketing Analyst | Digital Sales & Marketing

Sep 2017 – Dec 2017

Canadian Imperial Bank of Commerce (CIBC)
Toronto, ON

- Operated as the Subject Matter Expert for the Fall 2017 Authorized Users Campaign; led the launch of a Mobile & Online targeted offer that generated 300K+ Unique Views and \$10K+ revenues within a 1-month period

Project Management Analyst | Commercial Banking, Payments & Wealth Management Technology

Jan 2017 – April 2017

Canadian Imperial Bank of Commerce (CIBC)
Toronto, ON

- Responsible for ensuring constant program transparency & business operational efficiency for CIBC's largest Payment Modernization Technology program (\$100M+) by tracking, updating & managing project management spreadsheets and assembling business development reports for senior management & stakeholders

EDUCATION

University of Toronto | School of Continuing Studies

Post-Graduate Certificate, Digital Strategy & Marketing Management

University of Waterloo | Faculty of Arts and Business

Bachelor's Degree, Communications & Business Management with Co-operative Education

ACHIEVEMENTS / HONOURS

Exceptional Student Award - CIBC Technology Co-Op Program

Award in recognition of being the top performing student intern who went above and beyond, while exemplifying CIBC's values of trust, teamwork and accountability

First Place - CIBC Live Labs Innovation Week Case Competition

Created and designed an innovative marketing strategy that utilizes a combination of Instagram API, Google Cloud Vision & Machine Learning to download a user's photos and match them with an advertisement that is more relevant to their lives ultimately optimizing digital sales revenues and client experiences (**Learn More:** www.englouis.com/innovation-week)

Invited Speaker - CIBC Executive Fireside Discussion with President & CEO, Victor Dodig

Received a personal invitation to participate in an executive discussion along with Senior Leaders across the bank to identify different ways CIBC can leverage Digital & Technological capabilities in order to sharpen our client focus, innovate for the future and continue building a relationship-oriented bank; spearheaded the discussion about CIBC's Digital Literacy Day.

REFERENCES

Senior Financial Analyst | Finance & Enterprise Business Intelligence Technology

"I have worked very closely with Louis Eng from September 2019 to May 2021st when he operated as a **Senior Financial Analyst** with CIBC. During his tenure with my team, he showcased exceptional qualities that that position him as a valuable addition to any organization.

Louis possesses an amazing attitude while taking on all tasks with positive energy and a smile. **His upbeat personality and engaging personal style enable him to interact effectively with all stakeholders.** He is **extremely organized** and keeps track of the details necessary to complete his work. Louis was **always willing to offer his assistance** and had an excellent rapport with all of our stakeholders in the office.

Louis did a terrific job in his position to always welcome new team members and fully train them on all of the tasks and activities. He also took on additional responsibilities by developing a training program for our student interns and new team members. Louis went above and beyond in that assignment. **He has excellent written and verbal communication skills**, is very organized, can work independently, and can effectively multi-task to ensure that all projects are completed promptly.

Louis has the **ability to learn quickly, and focus and meet tight deadlines.** He is both very bright and quite motivated. I am confident that he will devote himself to a position with your organization with a high degree of diligence.

I am grateful for Louis' contributions to our Finance team and organization and very confident that he has the intelligence, work ethic, and communications skills to add value wherever he works. Please feel free to contact me if you have any further questions.

Raksha Patel, PMP
Director, Corporate Centre Technology
LinkedIn: <https://www.linkedin.com/in/rraksha-patel-pmp-31b6741/>

Product Analyst | Digital Banking Product Delivery

"I was Louis' reporting manager during his internship with the Digital Banking Product Delivery team. He **operated in the role of Digital Product Analyst helping me lead our cross-functional delivery team in support of building out CIBC's Digital mandate.** Like any intern I manage, I make it clear from Day 1 that I will be treating them as I would any other full-time member of my team. As a result, Louis is continuously challenged out of his comfort zone to acquire skills to effectively problem solve, make decisions & conduct working sessions, anything to provide the necessary leadership our team requires to **successfully build out a product within time & budget.**

Louis has earned my trust as a "crutch" such that myself or the team can lean on him with a problem, most of the time with little notice and/or direction, and can trust that it will be completed with quality and speed. He has a drive to learn and "figure out a way" which I found apparent within a short time with me. He is in constant communication and is transparent when his workload becomes manageable, **always willing to help out and take on additional projects or initiatives, making sure that he can provide the utmost support to our team.** Louis is committed to requesting, digesting and acting on feedback. He is hungry to learn and improve himself. Louis isn't afraid to ask questions, tackle a problem and attempt to figure it out. He is very organized and captures notes in meetings & thus is aware of his tasks & deadlines.

Overall, I feel **Louis has been an invaluable member of our team** and has fit in very well with the culture here. Joining the team at a very busy time, I feel that Louis has been able to grasp process and concepts very quickly, which has enabled me to push him to take on more responsibility. Personally, I feel that **Louis exceeded expectations** as compared to other coop students in the department. He has put passion to work and genuinely enjoyed all the challenges the position has to offer. **Louis was always timely in his work and completed it as quickly as possible without compromising quality.** He has done well at positioning himself to be viewed more as a full-time employee rather than an intern by my colleagues.

In spite of all this, **it is an absolute pleasure to work with Louis** and therefore I submit my unquestionable support for his application for a position at CIBC. Should you have any questions or require to discuss in further detail, please do not hesitate to contact me at 416.388.4968 or e-mail at ryan.laudi@cibc.com"

Ryan Laudi, BComm
Senior Manager (CIBC Digital Banking Product Delivery)
LinkedIn: <https://www.linkedin.com/in/ryan-laudi-35112aa7/>

Marketing Analyst | Digital Sales & Marketing

"**RIDICULOUSLY INNOVATIVE** are the words that comes to mind when I think about my experience working with Louis Eng. I was Louis' direct manager during his second internship with CIBC where he operated as a Digital Sales & Marketing Analyst from September to December 2017.

During my very first 1 on 1 with Louis, he made it clear that he had a strong desire for understanding the ins-and-outs behind delivering optimal client experiences in the digital commerce space as well as improving his public speaking & presentation skills. Louis' **passion for learning** and constant improvement allowed him to seamlessly accomplish this as he quickly grasped the critical importance of utilizing marketing technologies to create data driven decisions. By doing so, he created marketing strategies that **maintained a strong product offering for the bank**, drove digital revenues and resolved client pain-points; **ultimately driving business value.**

As a testament to this statement – Louis operated as the Subject Matter Expert (SME) for the Fall 2017 Authorized Users campaign and deployed a Mobile & Online marketing campaign that **generated staggering conversion rates.** Additionally, he also **presented an Innovative Marketing Strategy in front of senior leaders for CIBC's Innovation Week Case Competition and was awarded first place.**

During his internship, **Louis went above and beyond** in the performance of all the tasks assigned to him and exceeded all goals and expectations that were set. He made it a point to learn the activities performed by different teams at CIBC Digital and it is **no surprise that he was the preferred candidate who received an immediate offer for his next work placement with CIBC's Digital Banking Product Delivery team.** Overall, Louis is extremely versatile and, from my personal experience, extremely driven as well. Any company would be lucky to have Louis as a member on their team.

Ryan Pais, BComm, MBA
Senior Manager (CIBC Digital Strategy & Innovation)
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