

Albert Zhuang

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EDUCATION

University of Western Ontario

London, Canada

Bachelor of Arts – Honours Specialization Management and Legal Studies

Expected 2028

- **cGPA:** 3.82 / 4.00 (87%) (Dean's Honour List)
- **Honours:** Advanced Entry Option to the Ivey Business School, Scholarship of Distinction (\$3500)
- **Relevant Coursework:** Macroeconomics (A+), Finite Mathematics (A+), Coding Essentials (A+)

WORK EXPERIENCE

Brüst Beverages

Toronto, Canada

Strategy and Operations Intern

May 2025 – Aug 2025

- Identified **500+** potential partners and secured **25+** business partnerships, launching Brüst protein coffee in **10+** new businesses, generating **\$1,100+** in first-time sales and reaching **10,000+** new potential customers
- Learned and effectively utilized SQL to conduct analysis of consumer behaviour data, uncovering usability issues within the Brüst Beverages website, increasing website bounce rate and hindering conversion rate
- Designed and delivered a targeted solution plan directly to the founder, independently learning CSS and implementing all approved fixes, realized a **~1.5x** increase in conversion rate as tracked by website analytics
- Represented Brüst as a dedicated brand ambassador, traveling to **10+** golf courses across the GTA to engage with thousands of potential customers through product sampling, elevating brand visibility and driving sales

Oakcards

Oakville, Canada

Founder

Oct 2021 – May 2025

- Generated **\$5,400+** in revenue and **\$2,500+** in profit through operating a venture dealing with unique sports memorabilia pieces, developed a strategy targeting passionate small market collectors and local fanbases
- Analyzed overall market outlook and player statistics to predict trends, consistently generating up to a **3x** return on player investments as a result of improved performance and corresponding rise in market prices

LEADERSHIP EXPERIENCE

Ivey Case Competition Club

London, Canada

Competitor

Oct 2025 – Present

- 1 of 8 sophomores selected to represent the Ivey Business School at national business case competitions

W5 Entrepreneurship Club

London, Canada

Vice President of Innovation – Prev. Director of Innovation

Sep 2024 – Present

- Leading a team of 4 to plan, organize, and host 4+ events for 400+ general club members, partnering with high-growth startups including Loop Financial, Super.com, and Stadium Live to promote entrepreneurship
- Organized an internship program providing opportunities to students for the winter term, attracting 100+ applicants and partnering with companies including Ndax, Intercept, Orca Intelligence, and Vita Learning

The Aleph Group

London, Canada

Consulting Analyst – Criaterra Innovations

Oct 2025 – Present

- Designing and implementing the North American go-to-market strategy for a cleantech startup developing low-carbon building materials with \$1.1M in fresh funding from the European Innovation Council

Global Spark – Social Impact Consulting Program

Toronto, Canada

Consultant – Habitat for Humanity GTA

May 2025 – Jul 2025

- Collaborated with a team of four and industry advisors to design a revised survey framework and interactive PowerBI dashboard for future data visualization, earning top overall team recognition in the SICP program

AWARDS, SKILLS & INTERESTS

Awards: *1st place* – McKinsey Case Competition, *1st place* – 2025 Loblaws Case Competition (mentor), *1st place* – 2024 Oliver Wyman Case Competition, *Americas Champion* – 2022 EHL Business Case Competition

Skills: Fluent in Mandarin; Proficiency in SQL; Basic Proficiency in Accounting; Basic Proficiency in Python

Interests: Basketball (Raptors), Formula 1 (McLaren), Catan, Sports and Trading Cards, Film Photography