

BARNEY TONG

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Experience

BTONG Private Label Inc. | Founder

February 2016 – Current

- Conduct quantitative market research on Amazon marketplace to identify new private labeling opportunities
- Source product by evaluating and negotiating with overseas manufacturers through product design, sampling and communication
- Arrange appropriate import/export logistical channels with freight forwarder based on financial and inventory lead-time analysis
- Launch promotional and Pay-Per-Click campaigns, email sequences to increase impressions, boost seller feedback and product reviews
- Optimize listing title, images, product details and descriptions to increase conversion rates

Taplytics (Y Combinator W14) | *Business Development* | Toronto

February 2016 – Current

- Hired as the first Business Development Rep to identify, test, and execute potential sales channels and strategies
- Devise, implement, and analyze customer prioritization framework and sales growth testing framework to optimize resources
- Nurture relationships with Fortune 1000 CMOs, Product Managers, Developers, and Designers through strategic value creation
- Conduct in-depth demonstrations of the platform and quantify the value generated for customers
- Generated over \$150,000 USD in opportunities in first 4 months

Harmony Health Inc. (formerly Harmony Asset Management) | *Analyst Intern* | Hong Kong

May 2014 – August 2014

- Sourced investment opportunities in the tech industry for Harmony's portfolio synergy, evaluated business models, value propositions, revenue streams, applicable market size, competitive landscape
- Worked with management teams to conduct due diligence and develop financial projections on Excel
- Created detailed high and low level PowerPoint pitch decks of analysis for partners and investors
- Received full-time offer as Analyst after graduation

Grapevine | *Co-Founder* | Vancouver

June 2013 – May 2014

- Recruited as non-technical co-founder
- Attended e@UBC accelerator program's 2nd cohort
- Conducted 100+ business owner interviews regarding their pain points of referral programs
- Leveraged sales experience by initiating and planning B2B sales process, signed up 12 local businesses for private beta launch
- Designed and created MVP mockups for mobile and web application
- Lesson Learned: Referrals are only a small part of a business owners' overall marketing strategy

Rowland Hanson Consulting | *Marketing Intern* | Hong Kong

May 2013 – August 2013

- Selected to be on the rebranding team to bring established Chinese brands to international markets (European, North American)
- Assisted with communication strategy, distribution channels, and packaging
- Worked with overseas office to conduct international market research
- Created local focus group strategies and objectives and communicated outline with overseas team

Education and Certification

BrainStation | Web Immersive programming bootcamp

September 2015 – November 2015

Market Motive | Practitioner training course in Web Analytics

August 2015

Market Motive | Practitioner training course in Digital Marketing Foundations

July 2015

Ted Rogers School of Management | Ryerson University | Toronto

September 2012 - June 2015

BComm in Management (Dean's list) | Concentration: Marketing | Minor: Finance

Major GPA in Marketing: **3.43** Minor GPA in Finance: **3.56** Cumulative GPA: **3.38**

School of Accounting & Finance | Seneca College

September 2011 – May 2012

Sauder School of Business | University of British Columbia

September 2008 – August 2009

Additional Skills & Passion

Digital Marketing Software: Google Analytics, AdWords and Keyword Planner, Unbounce, TweetDeck, MailChimp

Programming: HTML, CSS, JavaScript, AngularJS, PostgreSQL

Other Software: Salesforce, Pardot, Prospect, Yesware, Kimono, Salesbacker, JungleScout, Adobe Photoshop + Creative Suite, Microsoft Excel + Office, Bloomberg Terminals

Languages: Fluent in conversational Cantonese and Mandarin, proficient in Chinese (reading and writing)

Most Memorable Experience: Living in India and Nepal for 8 months