

Dexter Hui

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EDUCATION

University of British Columbia, Vancouver, Canada

November 2024

Bachelor of International Economics (BIE)

- **Relevant Coursework:** ECON494 - Applied International Economics (90), COEC365 – Market Research (85), COEC 491 – Strategic Management (80)

University of Colorado Boulder

March 2025

Certificate - Strategic Communication Campaigns Specialization

PROFESSIONAL EXPERIENCE

BONHOUS (bonhous.com), Vancouver, Canada

June 2021 – Present

Founder

- Responsible for **ideation, design, development** and **production** for an **8-unit product line**.
- Implemented a strategic framework to position in the competitive market by researching marketing trends, and adjusted performance based on data insights through **A/B testing** and **KPI analysis**, resulting in a **50%** increase in sales.
- Redesigned **brand strategy** and **identity** through **quantitative** and **qualitative research**: A refined brand manifesto, brand house, positioning statement, target audience profile, verbal identity, and visual assets—logo, color palette, and typography
- Developed a **marketing campaign**, producing content/assets across social media platforms (TikTok, Instagram, Facebook).
- Managed relationships with manufacturers, designers, packaging providers and website developers
- Led creative initiatives, including photoshoots, coordinating a team of photographers, models, and makeup artists
- Ensured prompt **fulfillment** of incoming orders, overseeing packaging and shipment.

Deloitte, Hong Kong SAR, China

July 2024 – October 2024

Consulting Intern

- Assisted **cross-functional teams** of **20+** to deliver strategic consulting services for a **leading regional stock exchange**, enhancing **operational efficiency** by over **60%**.
- Designed and assisted delivery of a **pitch proposal (RFP)** for a **\$2.4B** retail client, including a new verbal identity, researching industry trends and identifying our value proposition.
- Developed and delivered **decks/presentations, functional specifications, business requirement, meeting notes, research** and **total cost of ownership** documents for executive leadership, driving strategic decision-making and project alignment.
- Designed **UI mockups**, developed **workflow diagrams**, created **user stories/test cases** and corresponding **personas** while leading **User Acceptance Testing (UAT)** to optimize the user journey by streamlining touchpoints.
- Spearheaded **project management** activities, ensuring alignment with business goals and timely delivery of milestones.

VSEUS (Vancouver School of Economics), Vancouver, Canada

June 2023 – May 2024

Merchandise Director

- Partnered with the VP of Administration to conceptualize and create an **annual merchandise line**.
- Conceptualized and executed annual merchandise campaigns that resulted in a **40%** increase in sales, using both digital and in-person **marketing strategies**.
- Secured a **new partnership** with a manufacturing firm after conducting a comprehensive **cost and budget analysis**.
- Launched a **new e-commerce store**, driving brand engagement through targeted digital marketing efforts.

COURSES

Branding: The Creative Journey

Oct 2024

IE Business School

Mastered Key Branding Concepts: Developed an understanding of communications elements, including *GOST Framework, PESO Model, Customer Journey Mapping, Research and Consumer Insight, Segmentation, Brand Positioning and Mapping, Target Audience Analysis, Situation Analysis, Social listening, Implementation & Evaluation*.

- **Executed Comprehensive Projects:** Applied branding principles through capstone projects.

Lululemon Omnichannel Marketing

November 2024

Forage

- Completed a job simulation involving building a new digital and omnichannel **marketing strategy** product for lululemon.
- Created an **integrated marketing** plan and **creative brief** for lululemon's newest at-home fitness platform, MIRROR
- Developed a **concept** for a new digital product or customer experience within the technical athletic apparel space.
- Reviewed the profiles of current lululemon global ambassadors and create hypothetical **profiles** for local ambassadors
- Calculated key **marketing metrics** based on data from a recent and communicated findings from the data to manager.

PERSONAL

Coding/Data Analysis

- Stata, RStudio

Cloud Computing

- ServiceNow

E-Commerce

- Shopify, Facebook Ads

Software Tools

- Adobe Creative Suite, Microsoft Office Suite (PowerPoint, Excel, Word), Figma, Canva, Visio, AI (ChatGPT, Runway...)

Languages

- English, Cantonese (Fluent)
- Mandarin (Proficient)

Interests

- Fashion
- Sports
- Music
- Podcasts
- Comedy
- Drawing/Design
- Movies