



WL W20 Impact Investing Research Assistant



UBC Vancouver Work Learn Program
UBC Sauder Centre for Social Innovation & Impact Investing

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Job Description

The UBC Sauder Centre for Social Innovation & Impact Investing (SauderS3i) is a research centre dedicated towards the using business tools to advance efforts in complex social and environmental issues. Our focus is on mobilizing private capital to invest and fund social ventures, funds, and other meaningful projects in the community.

Our current projects include growing a Social Innovation Fund for early-stage social ventures, as well as research projects for investors who seek a better understanding of social and environmental issues like homelessness, climate change, and education access. SauderS3i acts as the bridge between investors and social enterprises. The undergraduate student will work at the intersection of social and climate finance and contribute to much-needed research and data generation in this nascent industry. The student's work will also help us build a strong track record and productive relationships with local investors who are looking to mobilize their capital to support socially innovative projects to tackle Canada's social and environmental issues.

Qualifications

- An undergraduate student enrolled in any of the following programs (or related programs): Commerce, Finance, Accounting, Marketing, Entrepreneurship, Economics
- Able to work up to 20 hours/ week
- Has demonstrated excellent ability to perform research and data analysis
- Has demonstrated interest in social enterprise and impact investing
- Has demonstrated interest in climate change (related to policy, technology, investments)
- Experience with venture capital/ private equity not required but an asset
- Experience with entrepreneurship/ start-up development not required but an asset
- Familiarity with impact investing, social innovation, social entrepreneurship and climate policy/ finance concepts
- Excellent organization and time management skills
- Excellent communications skills (both oral and written)
- Excellent interpersonal skills - able to communicate in a professional and timely manner
- Demonstrates a high level of self-motivation, responsibility, and organization

- Is enthusiastic, positive, creative, flexible, and dependable
- Is outgoing and able to engage with people for interviews
- Possesses excellent communication skills, both verbal and written
- Works well independently and as part of a team

Faculty/VP: Sauder School of Business

UBC Department: Centre for Social Innovation & Impact Investing

Hours Per Week: 10

Salary / Wage: 18.04

Preferred Degrees/Disciplines: Arts/Social Sciences, Business
Administration/Commerce/Management

Anticipated Start Date: September 1, 2020

Experience Level: Current Students in an Undergraduate Program

ID: 875854

MLA citation:

“Job ID: 875854 WL W20 Impact Investment Research Assistant.” UBC Vancouver Work Learn Program, UBC, 4 August 2020, <https://ubc-csm.symphlicity.com/students/index.php/pid987798?s=jobs&ss=jobs&mode=form&id=96d426e30422cb6f696197edd27b798b>.

Alison Ma

alison.mhy@gmail.com | 778.939.6194 | 5129 Cambie Street, Vancouver, BC, V5Z 2Z6

CAREER OBJECTIVE

Investment Management personnel for improvement in living standards. Strong team player who is eager to learn.

EDUCATION

Bachelor of International Economics, *UBC Vancouver School of Economics*, Canada Expected Graduation: May 2021

- BIE is an accelerated program that accepts less than 4% of applicants and has core courses in Economics, Finance and Math from the VSE and UBC Sauder School of Business
- Key courses: Advanced Empirical Methods for International Economics, Corporate Finance

WORK EXPERIENCE

Product Marketing Intern, *HKTVMall*, Hong Kong June 2020 – Present

- Boosted clickthrough rate and Customer Relationship Management (CRM) using Google Analytics and Salesforce
- Achieved 40% higher revenue in supermarket products by outputting a booklet with the team

Office Associate, *ADP Financial Ltd*, Vancouver, Canada Aug – Dec 2019

- Increased 5% business by conducting market research analysis about financial products on Excel Spreadsheet
- Enhanced operation by analyzing firm's monthly transaction in detail

Resource Development Assistant Co-op Student, *Alzheimer Society of B.C.*, Vancouver, Canada Jan – May 2019

- Achieved \$1 Million donation target by running report on Luminate Online every week for fundraising data analysis
- Expanded charity opportunities in four new regions in BC by negotiating prices and terms of use

Educator, *Lululemon Athletica Operation*, Vancouver, Canada Sep 2018 – Jan 2019

- Escalated seasonal transaction by communicating effectively on three fast-paced channels: phones, emails & live chat
- Resolved customer needs through oral and written communication by writing profile and suggesting solution

EXTRA-CURRICULAR ACTIVITIES

Program Coordinator, *UBC tandem Language Exchange Program*, Vancouver, BC Jan – Apr 2020

- Solved participants pairing problems while protecting privacy information confidentiality
- Facilitated weekly conversational exchanges between UBC community members with diverse linguistic backgrounds

Internal Department Director, *UBC HKYOURS*, Vancouver, BC Sep 2017 – Apr 2020

- Managed executive team and liaised with sponsors to organize campus-wide events
- Broke the record of 150 participants by making videos using Adobe Premiere Pro CC and promoted on Facebook

ACHIEVEMENTS & AWARDS

Google Ads Search Certification, *Google* July 2020

Piano Diploma Degree, *ABRSM* October 2015

LANGUAGE/ SKILLS

Language: Native in English, Cantonese and Mandarin

Technical Skills: Microsoft: (Word, Excel, PPT, Outlook), Statistical Analysis: (STATA, RStudio), Google Analytics, Tableau, Salesforce

INTERESTS

Playing piano, dancing and doing yoga, exploring food around.

REFERENCES

Available upon request.

Alison Ma

alison.mhy@gmail.com | 778.939.6194 | 5129 Cambie Street, Vancouver, BC, V5Z 2Z6

August 11, 2020

Bruno Lam, Research & Projects Lead
UBC Sauder Centre for Social Innovation & Impact Investing
Henry Angus Building
2053 Main Mall
Vancouver, BC V6T 1Z2
Canada

Re: W20 Impact Investing Research Assistant

Dear Mr. Lee,

I am writing to apply for the position of W20 Impact Investing Research Assistant as posted on UBC Careers Online Website. Having used Excel for e-commerce sales analysis along with the Empirical Economics Research coursework of my Bachelor of International Economics program, I am passionate to do research analysis on current social and environmental issues with economic and business tools.

After Greta Thunberg won the Person of the Year on TIME Magazine, I have started paying attention to the environmental impacts of industrial and consumption activities that impact climate change, such as greenhouse effect and rising sea levels. I have also registered in ECON 371 - Economics of the Environment in the upcoming term to learn more about sustainable economic activities.

My thesis in the Empirical Economics Research course (ECON 494) was about the imported trade value in the US's Apparel industry. I collected panel data across 9 years in 50 states, then presented the analysis and graphics of the regression in Stata and PowerPoint. The final academic grade for this course (A-) proves my research and data analytical skills in project management work.

In my current internship at HKTVmall, I increased Gross Merchandise Value by 12% by doing weekly email marketing on Salesforce, ranking product scores on Tableau, analyzing weekly sales performance on Excel and checking the traffic through Google Analytics. This shows I have strong time management skills to accomplish work independently with minimal supervision.

Thank you for your time to review my application. I am very interested to learn more about how economics and business could help foster sustainability innovations. Should there be any follow up, please contact me at my email at alison.mhy@gmail.com. I am currently out of Vancouver, so I could do virtual communication only at the moment. Thank you very much and I look forward to seeing you reply.

Yours Faithfully,
Alison Ma

Alison Ma
5129 Cambie Street
Vancouver, B.C., V5Z 2Z6

August 11, 2020

Vanessa Isabel Alviarez
Assistant Professor
University of British Columbia
Vancouver, B.C. V6T 1L4

Subject: Alison Ma - Recommendation Request

Dear Dr. Alviarez,

In Spring 2020, I have taken a research course under your guidance. I have greatly enjoyed and benefited from the conversations that I had with you. It was very rewarding; I had a broader understanding about international economics. As my undergraduate thesis advisor and mentor, I was hoping that you might know me well enough and write a general recommendation for my credentials file.

As you can see from the attached cover letter, I am targeting the position of Research Assistant in UBC Sauder School of Business which will draw upon my data analysis, organizational and writing skills.

I have attached my resume which will bring you up to date about some of my achievements, a summary sheet to refresh your memory about my arguments in the thesis paper, and the finalized paper that was handed in to you.

Please let me know if you could endorse my candidacy in the research field. We could also meet up and discuss in your office at your convenience.

Thank you very much for your time to review this request.

Sincerely,
Alison Ma

Alison Ma
5129 Cambie Street
Vancouver, B.C., V5Z 2Z6

August 11, 2020

Viola Chan
Assistant Manager
HKTVmall
Tseung Kwan O, Hong Kong

Subject: Alison Ma - Recommendation Request

Dear Miss Chan,

It was a very rewarding internship in HKTVmall, I found myself enjoying my role and was grateful that I could bring a slight impact to the company. The projects under your guidance was very helpful, I have learnt a lot from you and some others in the company.

I am writing to request for a reference letter for my next job search. As you know, I am looking for my next part time job in the coming Fall and have found several exciting opportunities that I am interested in. These jobs will draw upon my data analysis, organizational and writing skills.

I have attached my resume to keep you up to date some of my experience and achievements outside school, as well as my cover letter to let you know my next targeted position in the research field by applying business tools on impact investment.

I was hoping that you could endorse my candidacy for jobs in the business and economics field. I would be happy to provide further information and talk about this at your convenience. Please let me know if you could offer me the letter on my behalf.

Thank you again for your time and all you have done for me. I hope HKTVmall would continue to thrive with your passionate assistance. Stay safe.

Sincerely,
Alison Ma

Alison Ma
5129 Cambie Street
Vancouver, B.C., V5Z 2Z6

August 11, 2020

Matt Lowe
Sessional Lecturer
University of British Columbia
Vancouver, B.C. V6T 1L4

Subject: Alison Ma - Recommendation Request

Dear Dr. Lowe,

I hope you are doing fine in the Summer. I took a Behavioural Economics course with you in Spring 2020, it was a very interesting class and I have learnt a lot from different research papers that you provided. I am currently applying to the position of Impact Investment Research Assistant in UBC Sauder School of Business. I am writing to kindly ask for recommendation letter from you.

The position that I am applying for uses business and economics tools to solve social and environmental issues and advice investors to grow impact investment. This position draws upon my data analysis, organizational and research skills.

I have attached my resume to refresh you about my experience and achievements outside school, as well as my cover letter to let you know my next targeted position in the research field.

Thank you for your time to review my request. Please let me know if you could endorse my candidacy in the research field. I am happy to provide further information in your office at your convenience. Thank you again for everything that you have done for me.

Sincerely,
Alison Ma