

# Ben Percifield

Qualitative 🍌 Quantitative | 虽然我叫笨, 但是我本人并不太笨

## EXPERIENCE

### Juliet Creative Agency, Toronto — Brand Strategist

OCTOBER 2021 - Present

- **Clients:** The Keg, Canadian Cancer Society, Sporting Life, Sobeys National Pharmacy Group, Freshco, Lawtons, Moroccan Oil, Good Leaf, New Business
- Conducting background research to inform creative briefs and presentations, synthesizing information to key points and themes.
- Building presentations, writing briefs, forming and presenting strategic POVs in partnership with clients and internal teams.
- Bringing forward relevant cultural trends and reporting on their importance and influence on behavior and brands.
- Creating reports about industries, brands, and consumer groups, as needed.
- Providing empathetic, constructive feedback to clients and internal teams in the moment.
- Facilitate strategic decision making and build consensus with various team members.

### ThinkingBox, Toronto — Junior Strategist

OCTOBER 2020 - OCTOBER 2021

- Researched and analyzed tech adoption in wider culture to fuel the firm's development of proprietary technologies for start-up and blue chip clients
- Managed the strategy needs for a portfolio of start-ups and technology clients
- Supported the Director of Strategy in research, collecting and organizing data points and insights, preparing pitch decks, writing strategic briefs, delivering strategies

### Sabbatical, Chicago & Toronto — HusBen

SEPTEMBER 2019 - SEPTEMBER 2020

- Resigned from ChinaWise to support my wife's international job transfer from Chicago to Toronto. The pandemic hit right after we moved to Toronto. Worked as a fundraiser for Dying with Dignity, sushi waiter, and handyman

### ChinaWise, Chicago — Program Manager / Growth Strategist

SEPTEMBER 2017 - SEPTEMBER 2019

- Produced and hosted a launch event for the GCSRF at the United Nations on October 30, 2018; including coordination with the United Nations, crafting all marketing materials, writing press releases, developing the programming and working with speakers and special guests on the event content.
- Founded a new division for the firm to service blockchain clients' marketing strategy needs, and personally managed a portfolio of Chinese blockchain clients

### Goldwind, Beijing — Information Disclosure Specialist / Translator

JUNE 2016 - MAY 2017

- Translated and published announcements, notices, and annual reports in accordance with the Listing Rules of the Hong Kong Stock Exchange.
- Analyzed internal company data and prepared business intelligence reports.
- Assisted the Secretary of the Board of Directors in managing C-level executives' communication with external and internal stakeholders.

## EDUCATION

### McGill University, Montréal

SEPTEMBER 2012 - MAY 2016

- B.A. Economics | Minor in East Asian Language & Literature
- Cumulative GPA: 3.62, Graduation with Distinction

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## VIRAL TWEET

I had a [viral tweet](#) about Polish Larpers with over 10M impressions that was reposted by [moistbuddha](#), [trashcanpaul](#) and [shitheadsteve](#), and inspired an [article by Vice](#)

## CERTIFICATE PROGRAMS

### 2021 | Data Science Bootcamp

BrainStation, Toronto, Canada

- Python
- Data Modeling
- Data Visualization

### 2020 | Strategy & Planning Bootcamp

Miami Ad School, Toronto, Canada

- Qualitative and Quantitative research & data analysis
- Measurement & analytics
- Developing insights
- New business pitching

### 2012 | NOLS PNW Expedition

## AWARDS

### 2020 | Winner of Live Client Pitch

Miami Ad School | Toronto, Canada

### 2015 | Outstanding Elegant Demeanor Chinese Bridge Competition | Beijing

## SPEAKING ENGAGEMENTS

### 2020–2021 | Strategy Roundtables

Miami Ad School, Toronto, Canada

### 2019 | Global CSR Foundation

United Nations HQ, New York, USA

### 2018 | The Blockchain Revolution

Gleacher Center, Chicago, USA

**LANGUAGES:** English, 中文 (Mandarin Chinese), Apple Juice in 14 languages