

Emily Hur

+1 (647) 780-8513 • emilyhhur@gmail.com • [LinkedIn](#) • [Portfolio](#)

EDUCATION

Ivey Business School

Honours Business Administration (HBA)

London, ON

Expected 2027

PROFESSIONAL EXPERIENCE

Unilever Food Solutions

Customer Strategy and Planning Analyst

Toronto, ON

May 2026 – August 2026

- Drove a 10% NSV increase across target senior living accounts in 8 weeks by converting 26% of sampled facilities to Knorr gravy through food shows, direct consultation, product sampling, and marketing collateral.
- Achieved a 46% email open rate and 7% click-through rate among targeted non-users by developing and executing a 3-stage conversion campaign leveraging GPO-sourced lead lists, A/B-tested messaging, and free-sample offers.
- Launched 4 new Amazon SKUs through listing creation and Born-to-Run inventory forecasting based on projected 10-week demand. Resolved a vendor code conflict affecting the top-selling SKU.

Zing Pantry Shortcuts

Marketing and Strategy Analyst

Toronto, ON

May 2025 – August 2025

- Served as Project Manager for an e-commerce launch, conducting competitive and consumer research to optimize pricing and positioning, driving 31% month-over-month sales growth.
- Developed and executed a data-driven social media growth strategy by analyzing audience behaviour, engagement metrics, and channel performance to optimize content, driving a 270% increase in reach. Created insight-driven pitch decks and a media kit that effectively showcased the brand's value proposition, securing partnerships with National Post and Penguin Books.
- Analyzed shopper behavior and in-store traffic patterns to design an effective sampling activation, maximizing product trial and contributing to a 68% sell-through rate through targeted retail and shopper strategies.

SINGLA Intimates

Marketing and Public Relations Analyst

Toronto, ON

May 2024 – August 2024

- Created and delivered tailored B2B pitches, leveraging market and customer insights to secure collaborations that expanded market presence and drove business growth with partners like Nutbar and Greenhouse Juice Co.
- Designed and optimized customer feedback email flows in Klaviyo, generating 150+ online reviews and insights to complement in-person retail feedback and ensure a customer-first approach in brand refinement.
- Planned and executed a community engagement running event with 50+ participants, leveraging consumer and channel insights to reinforce the company's sustainability mission and drive the collection of 300+ menstrual products for community support.

LEADERSHIP EXPERIENCE

Ivey Marketing Club

Co-Chair of Ivey Marketing Summit (IMS)

London, ON

April 2026 – Present

- Spearheaded sponsor outreach and relationship management for IMS (case competition and networking conference), securing \$11.5K in sponsorships across 6 corporate sponsors to fund programming and prizes.
- Oversaw all planning and execution for IMS, coordinating logistics, driving promotional campaigns, to scale 25% attendance growth to 100 attendees.
- Coordinated 16 industry representatives across judging, panelist, keynote, and workshop roles, managing scheduling and briefings to ensure seamless execution of IMS programming.

Western Founders Network (WFN) - Business, Tech, and Entrepreneurship Club

Vice President of Operations

London, ON

September 2023 – April 2025

- Organized 30 business, tech, and entrepreneurship focused events for 500+ students across North America, generating \$16K+ in revenue for student resources and opportunities.
- Leveraged a newly implemented CRM system to centralize contact data and standardize workflows, allowing for targeted outreach to sponsors and industry professionals and maximizing the success of collaboration efforts.
- Led Product Design Sprint (PDS), one of Ontario's largest UX/UI hackathons, attracting 250+ attendees from 10+ schools; secured participation from F500 industry leaders through targeted outreach; developed a case study centred around social impact.

ADDITIONAL INFORMATION

- Skills: Figma, Sales, Project Management, Problem Solving, Video Editing, Microsoft Office
- Interests: Climate Change, Hiking, Film Photography, Thrifting, Period Poverty, Collaging