

# DEVYN OLIN

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**I am a lawyer with an MBA.** My legal training, skills, and credentials allow me to conduct sound decision-making, apply analytical reasoning, and act with integrity. My MBA is an extension of my professional experience – helping a range of businesses understand and position their brand, manage teams and projects, and communicate tactical messaging. I am a strategic and creative thinker who approaches problems with a can-do attitude, as well as the credibility to devise and implement powerful solutions.

## Professional Experience

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**Antler**, Toronto, ON **Sep 2023-Dec 2023**  
*Founder in Residence*

- Participated in Toronto based accelerator program (2800+ applications > 850+ interviews > 62 founders)
- Launched technology startup to modernize fashion resale industry; was offered term sheet from investment fund

**Stikeman Elliott**, Toronto, ON **May 2021-Jun 2023**  
*Articling Student and Summer Law Student*

- Worked in the areas of mergers and acquisitions (including a high-profile hostile takeover bid), corporate governance, securities, commercial regulation, and marketing and advertising compliance
- Assisted lawyers with due diligence, legal research and writing, drafting agreements, and coordinating closings
- Contributed to a published article on the impact of Telehealth in Canada and drafted a memo which envisioned a new model for regional physician licensure
- Established a new process to streamline workflow and delegate work requests for 24 articling students

**The Entrepreneurship Hatchery**, Toronto, ON **May-Aug 2020**  
*Lead Connector Intern*

- Led the summer 2020 incubator cohort consisting of 36 startup teams and 60 business mentors, directly managing the 14-person staff team and helping adapt operations during COVID-19
- Consulted with startups to create and refine innovative business models, cash flow projections and investor ready pitch decks for advisory board and investor meetings
- Held weekly team meetings to raise and manage issues, stepping in as mediator to resolve team conflicts
- Identified skills gap amongst my team and developed a pro-forma cash flow projections template, training staff to deploy the model and help startups analyze their financial positions
- Hosted 100+ attendee pitch sessions as Master of Ceremonies

**Belay**, Toronto, ON **Mar-Aug 2018**  
*Freelance Social Media Coordinator & Strategist*

- Acted as a one-woman agency to develop and implement the rollout strategy for social media launch of a digital healthcare app to help parents and caregivers manage children with life-threatening food allergies
- Conceived of concept and produced photoshoot for initial social media campaign, aiming to shift the consumer perception of food allergies and communicate brand identity through original advertising
- Helped grow Instagram and Twitter by 89% and 60% respectively, increasing user base and revenue

**Métier Creative**, New York, NY **Jul 2017-Jan 2018**  
*Community Manager*

- Developed digital strategies for launching and re-branding clients' social channels
- Devised of, executed and produced social influencer events and campaigns
- Planned monthly content calendars and managed client accounts across all social media platforms, curating the aesthetic presence, copywriting, and responding to followers' queries
- Tracked social media analytics to connect end-of-month audit reports with strategic next steps
- Produced a market research report relaying the nuances between Generations Y and Z

**Vision Capital Corporation**, Toronto, ON **Jun-Aug 2015**  
*Marketing and Portfolio Assistant*

- Compiled presentation for European real estate investment opportunity
- Reviewed, researched and redesigned the corporate website and investor marketing materials
- Engaged in weekly project coordination and portfolio management meetings

**ELLE.com**, New York, NY **Jan-May 2015**  
*Online Editorial Intern*

- Pitched ideas and wrote content for site ranging from interviews to general features (12 published by-lines)
- Conducted interviews and research for senior editors' articles

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## Additional Experience

- **Moda Operandi**, New York, NY, *Personal Styling Intern* (2015)
- **Bite Me More**, Toronto, ON, *Digital Communications Coordinator* (2014)
- **Camp Tamakwa**, Toronto, ON, *Camp Counselor and Swim Instructor* (2006-2012)

## Volunteer Work & Extracurricular Activities

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**After the Ball**, Boost Child & Youth Advocacy Centre (CYAC), Toronto, ON **Jan 2024-Present**  
*Committee Member*

- Spearheading the inaugural fundraising event—which will bring together up-and-coming business leaders, tastemakers, and social changemakers—to raise funds in support of child and youth victims of abuse

**Next Gen Committee**, Congregation Habonim, Toronto, ON **Sep 2023-Present**  
*Founder and Co-Leader*

- Conceived of and launched a new board sub-committee with the goal of engaging young Jewish community members
- Organized initial event on the topic of confronting antisemitism on social media which featured three panelists of diverse perspective (influencers with a cumulative follower count of 100,000+) and garnered more than 400 registrants

**OnBoard Fellowship**, Rotman School of Management, Toronto, ON **Sep 2020-Apr 2021**

- Partnered with the board of Endeavour Consulting for Nonprofits to produce and present a report on four new earned revenue strategies which formed part of their three-year strategic plan
- Attended monthly board meetings to learn about strategic governance and present my findings, mentored directly by the President & CEO

**Law Film Society**, University of Toronto, Toronto, ON **Aug 2020-May 2022**  
*Co-Founder and Co-President*

- Recruited and managed approximately 40 student members and five-person executive team to create a new club at the law school focused on the appreciation of legal films
- Created opportunities for student community and professional development during the global pandemic

**Pro Bono Students Canada**, University of Toronto, Toronto, ON **Sep 2018-Apr 2019**  
*Family Law Rotation Project Volunteer/Participant*

- Conducted pro bono legal research and writing to assist a partner at Epstein Cole LLP on a case appeal, which resulted in the novel endorsement of the tort of conspiracy as a legal action in family law cases

**Embodied Magazine**, NYU Gallatin, New York, NY **Sep 2013-May 2017**  
*Creative Director*

- Worked with the Editor-in-Chief and editorial team to produce Gallatin's bi-yearly publication focused on culture, politics, fashion, health and beauty, transitioning the publication from print to digital and managing the aesthetic layout

## Education

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**University of Toronto, Faculty of Law & Rotman School of Management** **2018-2022**  
*Juris Doctor and Master of Business Administration, 2022*

Activities: Rotman Entrepreneurship and Venture Capital Association (First-Year Representative);  
Women in Management Association; Business Design Club; Law Film Society  
Volunteer: Pro Bono Students Canada, Family Law Rotation Project; Peer Mentor  
Awards: OnBoard Fellowship; Rotman MBA Entrance Scholarship

**New York University, Gallatin School of Individualized Study** **2013-2017**

Activities: Study abroad at New York University, Berlin, Germany (Summer 2016)  
Honours: *magna cum laude* (GPA: 3.88)  
Dean's List (2013, 2014, 2016)  
Publications: *Compass*, Gallatin Research Journal (2018)  
*Confluence*, Gallatin platform for student writing, art, and research (2014)

## Skills and Interests

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**Skills:** brand and content strategy, team and project management, customer insights, copywriting and market research

**Interests:** travel (six continents), vintage clothing, music (DJ lessons), writing (non-fiction/poetry), Yiddish culture