

# LUKE CAIRNS

(604) 616-2026 | luke@niccai.com

## EDUCATION

---

### University of Western Ontario

Bachelor of Management and Organizational Studies:  
*Specialization in Finance*

*Expected 2027*

## EXPERIENCE

---

### CORE Exteriors

*Co-Founder & Head of Management and Operations | London, ON | December 2025 – Present*

- Co-founded and scaled a multi-service exterior maintenance company serving both residential and commercial clients across Southwestern Ontario while managing 50+ employees, including crew leads, field staff, and administrative support
- Oversee quarterly marketing budgets exceeding \$10,000, allocating spend across paid digital campaigns, local partnerships, and referral incentives to drive consistent lead flow
- Monitor financial performance and forecasting, with the company projected to exceed \$100,000 in revenue next quarter
- Act as primary decision-maker for growth initiatives, hiring strategy, vendor negotiations, and process optimization

### Oakwood Home Services

*Founder & Operations Lead | London, ON | April 2025 – August 2025*

- Founded and operated a home-exterior services company from inception through full seasonal execution
- Generated \$50,000+ in profit within the first summer through a combination of targeted marketing, referrals, and operational efficiency
- Managed end-to-end operations including scheduling, budgeting, materials procurement, pricing, and customer communications
- Recruited, trained, and supervised a six-person field crew, ensuring consistent service quality and safety standards

### Western Dorm Drop-Off

*Entrepreneur & Marketing Lead | London, ON | August 2025 – September 2025*

- Launched a digital platform designed to streamline student move-in and dorm logistics at Western University
- Led all branding, positioning, and organic digital marketing strategy, resulting in 290,000+ views in under one month
- Executed high-engagement social media campaigns that leveraged student networks, timing, and viral distribution

## INVOLVEMENT

---

### Varsity Athlete - Western Men's Soccer

*Athlete | London, ON | Aug 2023 - Present*

- Competed at the **USports varsity level**, balancing high-performance athletics with a full academic course load
- Committed 20+ hours per week to training, competition, film review, and strength conditioning

## CERTIFICATIONS AND SKILLS

---

Financial Modeling & Valuation, Advanced Excel & Data Analysis, Market Analysis & Technical Charting (TradingView), Capital Allocation, Risk-Reward & Unit Economics, Scenario & Sensitivity Analysis, Strategy Development & Presentation Design

Technical: Python (analysis & automation), SQL (basic querying), HTML/CSS

Certification: CFA Program — Level I Candidate (September 2026)

Language: English, French