

BRIANA CHEN

Tel: (720) 666-1674 | Email: briana.chen@yale.edu

EDUCATION

YALE SCHOOL OF MANAGEMENT

New Haven, CT

Master of Business Administration (MBA)

2027

- Dean's Scholarship Recipient, Forté Fellow
- Club Involvement: AAPIA (Alumni Relations Lead), Women in Management, Marketing Club

CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA

Bachelor of Science, Major(s): Business Admin., Human-Computer Interaction; Minor: Decision Science 2025

- High Honors, Beta Gamma Sigma, Phi Beta Kappa, Mortar Board Honor Society
- McKinsey Case Competition 1st Place, Women in Business (VP Marketing, VP Operations), American Marketing Association (VP Education), Senate, Big Straw Magazine, Kpop Dance Group, Research @ HCII

PROFESSIONAL EXPERIENCE

THERMO FISHER SCIENTIFIC

Carlsbad, CA

Marketing Intern (Campaigns & Promos)

2024

- Streamlined creative development for a \$500K+ board game promotion (board design, social copy, game creation), delivering final product imagery and launch assets 3 weeks early to unblock production
- Rebuilt campaign planning workflow for a \$13M+ division by implementing templates, timelines, and simultaneous approval system to cut cycle time by 20% and reducing rework across teams

Marketing Intern (Demo Depot)

2023

- Redesigned sales training program through consolidated modules and clearer SOPs, reducing training time by ~66% and rolling out to 200+ reps, then expanding to new-hire onboarding across multiple divisions
- Created 55+ on-brand assets and an alignment guide for sales representatives, reducing overdue instruments from 35 to 10/week (~71%) and improving internal/external consistency

LEX NIMBLE SOLUTIONS, INC.

Remote

Marketing Intern

2023 – 2024

- Relaunched 3 legal software websites, refining content, UX, and analytics to drive +87% visitor engagement, +238% impressions, and 1,000 new sessions at launch following a stakeholder audit
- Sustained a 131% traffic lift via backend/SEO optimization, improving inbound pipeline and retention

BEYOND MEAT

El Segundo, CA

Digital Marketing Intern

2022 – 2023

- Designed and executed national foodservice campaigns and first Beyond Ambassador Program, achieving 60M reach, +55% engagement, and +300% newsletter signups; presented results to the C-suite
- Authored a cross-channel strategy playbook (social, paid, influencer) adopted by brand and field teams, increasing engagement by 200%+ and delivering 350M+ impressions per campaign

ADDITIONAL INFORMATION

- Languages: English (Native), Mandarin (Fluent), French (Elementary)
- Other Involvement: Artists for Altruism (Founder), Award-Winning Author (Annual EVVY™ Awards), Volunteer Judge at Lune Spark Young Writers Contest
- Interests: Digital Art, Creative & Literary Writing, Martial Arts, Piano, Hiking, Video Games, Crosswords