

BRIANA CHEN

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EDUCATION

YALE SCHOOL OF MANAGEMENT

New Haven, CT

Master of Business Administration (MBA)

2027

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

BLOOM ENERGY

San Jose, CA

Revenue Marketing Intern

2026

- Streamlined lead management across HubSpot + Salesforce, eliminating 38.6% of spam/low-fit leads and fixing 67% ownership mismatches to restore data integrity and increase marketing qualified leads
- Audited and retired 589 automation workflows, cutting clutter by 44% and saving 310+ hours annually through Power Automate cloud flows. Collaborated with sales team to launch vertical campaign sequences

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

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 (Advanced)
- Other Involvement: Artists for Altruism (Founder), Award-Winning Author (Annual EVVY™ Awards), Volunteer Judge at Lune Spark Young Writers Contest