

BRIANA CHEN

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EDUCATION

Carnegie Mellon University, David A. Tepper School of Business
B.S. in Business Administration, Additional Major in Human-Computer Interaction
GPA: 4.00/4.00 (Tepper School of Business Dean's List)

Pittsburgh, PA
Expected Graduation: May 2025

PROFESSIONAL EXPERIENCE

Beyond Meat

Digital Marketing Intern

El Segundo, CA

May 2022 - Present

- Collaborated with CMO team & direct staff to develop central strategy and playbook in social media, paid, website, and influencer/content marketing through coordinating cross-functionally across brand, field marketing, and foodservice teams
- Designs and executes large-scale campaigns resulting in 60M reach, +55% engagement rate, +300% newsletter signups through retail, QSR, and omni-channel strategies, presenting recommendations directly to C-level executives
- Selected as 1 of 2 interns for summer internship, received return offer (currently working as co-op)

Z-Choice International

Business Analyst

Denver, CO

Jun 2021 - Present

- Gained insight into C-level communications & export/marketing process at Fortune 500 CPG companies by supporting brand-supplier collaborations between U.S. brands and China supply partners to bolster growth in international markets
- Ensures accuracy in international transactions through financial/supply chain data & Excel spreadsheet management
- Pilots SEO and website UI/UX, tripling weekly unique impressions. Publicizes annual 1400+ company Shanghai conference

LEADERSHIP

Alpha Kappa Psi

Marketing Chair, Class Captain

Pittsburgh, PA

Oct 2021 - Present

- Expanded Instagram post attraction by 400% compared to previous years, gained qualified leads in 60+ classes, and achieved 120+ conversions through directing social media campaign, outreach efforts, and marketing for organization recruitment
- Coordinated team to support marketing campaigns across campus, execute key deadlines, and ensure quality deliverables

Artists for Altruism

Founder & President

Denver, CO

May 2020 - Present

- Recruited and built team of 30+ international artists to raise thousands of dollars for charities such as Direct Relief, Race Forward, and Heart to Heart International to support BLM and COVID-19 response
- Launched solo campaign raising \$1000+ in less than 2 months, with 100+ hours of charity art creation
- Spearheads executive board in marketing, recruitment, and outreach to increase social media conversion numbers over 100%

HONORS

McKinsey & Company Undergraduate Case Competition

First Place

Apr 2022

- Selected as winner out of 30+ participants in annual elite case competition after presenting to panel of 5 industry experts
- Case study involved development of 10-year strategic plan consisting of DEI, energy, and infrastructure initiatives to drive Pennsylvania's growth as leader in clean energy and inclusive community

Women in Business Social Impact Joint Case Competition

First Place

Oct 2021

- Won multi-round case competition judged by founders/executives in team of 4 members for retail/supply chain industries
- Selected to collaborate with and consult for real-world local retail business to drive revenue, branding, and growth

Colorado Independent Publishers Association Annual EVVY™ Awards

Winner, Action & Adventure Category

Sep 2020

- Obtained international recognition for co-authored novel in 27-year-long book competition acclaimed for independently published fiction, nonfiction and technical titles in 50 categories. Honored as only young authors in finalist pool

SKILLS, ACTIVITIES & INTERESTS

Skills: MS Office, Google Analytics, Klaviyo, Medibang, Python, Digital Marketing (certified), Figma, Mandarin (proficient)

Activities: American Marketing Association (Director of Competitive Events), Women in Business (VP of Marketing), CPDC Student Advisory Council, Human-Computer Interaction Institute (Research Assistant/Content Lead), Big Straw Magazine

Interests: Digital Art, Creative & Literary Writing, Martial Arts, Piano, Tennis, Cooking, Video Games