

# BRIANA CHEN

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## EDUCATION

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**Carnegie Mellon University**, David A. Tepper School of Business Pittsburgh, PA  
B.S. in Business Administration, Additional Major in Human-Computer Interaction, Minor in Decision Science  
GPA: 4.00/4.00 (Tepper School of Business Dean's List) Expected Graduation: May 2025

## PROFESSIONAL EXPERIENCE

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**Lex Nimble Solutions Inc.** Remote  
*Marketing Intern* Oct 2023 - Present

- Attained +87% visitor engagement, +238% impressions, 1000 new sessions in week of launch by planning and executing a comprehensive overhaul of law software website, engaging key stakeholders in audit conduction and competitive analysis
- Drove continual 131% increase in website traffic through URL tracking, SEO optimization, and backend maintenance

**Thermo Fisher Scientific** Carlsbad, CA  
*Marketing Intern* May 2023 - Aug 2023

- Initiated overhaul of sales training program through top-level coordination, significantly increasing efficiency by reducing time spent on training by 2/3rds. Implemented across 200+ salesforce and extended to new hires in multiple divisions
- Expanded \$330K+ revenue global campaign via company-wide digital channels & fulfilling 400+ customer submissions
- Amplified efficiency and internal/external branding of depot function through creation of 55+ redesigned assets and sales representative alignment, decreasing average overdue instruments per week from 35 to 10

**Beyond Meat** El Segundo, CA  
*Digital Marketing Intern* May 2022 - May 2023

- Designed and executed national foodservice campaigns and first Beyond Ambassador Program resulting in 60M reach, +55% engagement rate, +300% newsletter signups through omni-channel strategies, presenting directly to C-level executives
- Developed central strategy playbook for social, paid, and influencer marketing by working across brand and field teams, increasing creator engagement rates by over 200% and 350M+ impressions per paid campaign since implementation

**Z-Choice International** Denver, CO  
*Marketing Director* Jun 2021 - Jan 2023

- Achieved insight into C-level communications and export/marketing process at Fortune 500 CPG companies by facilitating brand-supplier collaborations between U.S. brands and China supply partners to bolster growth in international markets
- Secured strategic relationships with 5 new client brands via direct contact at 65,000+ attendee food & beverage conferences

## LEADERSHIP

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**Carnegie Mellon Human-Computer Interaction Institute** Pittsburgh, PA  
*Research Assistant - Content Lead* Jan 2022 - Present

- Collaborated with cross-functional teams on research and content development of 10,000+ words for a negotiation-based mobile application resource for women/end-users in the workplace, saving 200 hours of additional work for summer teams
- Led content execution through Figma, gaining experience in user research, content adaptation, and 30+ design iterations

**Alpha Kappa Psi** Pittsburgh, PA  
*Marketing Chair, Class Captain* Oct 2021 - May 2022

- 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

## HONORS

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**McKinsey & Company Undergraduate Case Competition** Pittsburgh, PA  
*First Place* Apr 2022

- Chosen as winner from 30+ participants in elite case competition after presenting 10-year plan to panel of industry experts

**Colorado Independent Publishers Association Annual EVVY™ Awards** Pittsburgh, PA  
*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, INITIATIVES & INTERESTS

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**Skills:** Mandarin, Google Analytics, Klaviyo, HubSpot, Python, R, Miro, Figma, Digital Marketing (certified), MS Office  
**Initiatives:** Artists for Altruism (Founder), Women in Business (VP of Marketing, VP of Operations), American Marketing Association (Director of Competitive Events, VP of Education), Student Senate, Big Straw Magazine, K-Pop Dance Group  
**Interests:** Digital Art, Creative & Literary Writing, Martial Arts, Piano, Hiking, Cooking, Video Games