

# BRIANA CHEN

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## EDUCATION

**Yale University**, School of Management  
Master of Business Administration

New Haven, CT  
Expected Graduation: May 2027

**Carnegie Mellon University**, David A. Tepper School of Business

B.S. in Business Administration, Additional Major in Human-Computer Interaction, Minor in Decision Science

GPA: 3.96/4.00 (Tepper School of Business Dean's List)

Pittsburgh, PA

Expected Graduation: May 2025

## PROFESSIONAL EXPERIENCE

**Thermo Fisher Scientific**

*Marketing Intern*

Carlsbad, CA

May 2024 - Aug 2024

- Streamlined \$500K+ revenue board game promotion by leading drafting process and creating tactical marketing materials & instructions, resulting in personally-designed final board game/tactic imagery and accelerating project timeline by weeks
- Overhauled campaign planning process supporting \$13M+ Life Sciences division, enhancing future project efficiency and ensuring optimal cross-functional stakeholder communication

**Lex Nimble Solutions Inc.**

*Marketing Intern*

Remote

Oct 2023 - Dec 2024

- Attained +87% visitor engagement, +238% impressions, 1000 new sessions in week of launch by planning and executing a comprehensive overhaul of 3 law software websites, engaging key stakeholders in audit conduction and competitive analysis
- Drove continual 131% increase in website traffic, maintaining client relationships through backend/SEO optimization

**Thermo Fisher Scientific**

*Marketing Intern*

Carlsbad, CA

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**

*Digital Marketing Intern*

El Segundo, CA

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

## LEADERSHIP

**Carnegie Mellon Human-Computer Interaction Institute**

*Research Assistant - Content Lead*

Pittsburgh, PA

Jan 2022 - Jan 2023

- Collaborated with cross-functional teams on development of 10,000+ words for a negotiation-based mobile application for women/end-users in the workplace, gaining experience in user research, content adaptation, and 30+ design iterations

## HONORS

**McKinsey & Company Undergraduate Case Competition**

*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**

*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

**Skills:** Mandarin, Google Analytics, Google Ads, Client Relationship Management, Brand Marketing, SEO, Social Media & Influencer Marketing, Klaviyo, HubSpot, Python, R, Wordpress, Figma, Digital Marketing (certified), MS Office

**Initiatives:** Artists for Altruism (Founder), Mortar Board Honor Society, Women in Business (VP of Marketing, VP of Operations), American Marketing Association (VP of Education), Student Senate, Big Straw Magazine, K-Pop Dance Group

**Interests:** Digital Art, Creative & Literary Writing, Martial Arts, Piano, Hiking, Video Games, Crosswords