

# Karen Chen

325 W Adams Boulevard Apt. 6005 ♦ Los Angeles, California 90007 ♦ (213) 265-6581 ♦ karendch@usc.edu

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## EDUCATION

**University of Southern California**  
*B.S. International Relations and Global Business*

**Expected May 2017**  
*Los Angeles, CA*

## PROFESSIONAL EXPERIENCE

**Campus Brand Ambassador**  
*Uber*

**Los Angeles, CA**  
*March 2015 - Present*

- Identify and capitalize on opportunities to establish relationships with students through organizations and market Uber in creative ways, enhancing its presence on the USC campus
- Utilize social media platforms to increase participation via online codes and gift promotions
- Educate new and existing users about the Uber mobile application and its new features
- Assist brand managers with marketing campaigns, and provide feedback on sales opportunities in the market and worked closely with management to administer and oversee merchandising activities

**Logistics and Supply Chain Intern**  
*Jiangsu E Motors Co., Ltd*

**Changzhou, Jiangsu, CN**  
*June 2014 - August 2014*

- Facilitated the packing team in testing multiple lithium-ion battery prototypes to verify its proper functionality and to distribute them to its appropriate label and packaging for manufacturers
- Ran daily experiments on the batteries to ensure it's operating according to the measured prototype data, along with examining the longevity of each battery to satisfy its required qualifications
- Participated in weekly meetings with the Director of Marketing and Director of Research and Development to improve the testing efficiency and to assure the company meets its weekly quota

**Sales and Business Development Intern**  
*Jiangsu E Motors Co., Ltd*

**Changzhou, Jiangsu, CN**  
*June 2013 - August 2013*

- Researched prospective markets for lithium-ion batteries in neighboring provinces and countries and assisted the Director of Marketing in introducing the product to several market segments
- Acquired new customers from nearby provinces, sold portable battery packs to the client base and met daily quotas, providing excellent customer service, and building the company's reputation
- Created proposals for new lithium-ion battery products and engaged with senior-level executives to proactively schedule and confirm sales meetings through cold-calling and lead generation campaigns

## LEADERSHIP INVOLVEMENT

- Alpha Phi Omega Service Fraternity – Pledge Historian
- French Club - President
- English Service Project - Co-coordinator

## SKILLS AND INTERESTS

- Languages: Mandarin Chinese, Shanghainese, French
- Skills: Microsoft Office (Word, Powerpoint, Excel, Publisher, Outlook), Photoshop, Final Cut Pro
- Interests: photography, baking, singing, exploring, eggs Benedict, purple, crime shows, Polaroids