

# Huiqi (Christine) Chen

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## EDUCATION

### University of California, San Diego

La Jolla, CA

B.S. Major in Business Economics & Minor in Communication, GPA: 3.656/4.0

09/2020—06/2024(Exp)

- **Honors:** 2021-2023 Principal Member, Provost's Honors for five semesters

## PROFESSIONAL EXPERIENCES

### Pfizer

Marketing Intern | Shanghai, China

04/2023—09/2023

- **Strategy Planning:** Drafted the market entry strategy for new products, expediting their access to hospitals and patients; Conducted market research and performed a SWOT analysis across key dimensions: market, product, brand vision, and patient status.
- **Social Media Engagement:** Led Father's Day digital marketing campaigns; Initiated the process of content scripting and production, releasing multi-media contents including short videos, short-text Tweets, and long articles; Reached an audience of **10,000+**, maximizing the impact of Pfizer's urological oncology brand and enhancing patient awareness.
- **Content Marketing:** Identified crucial topics and designed patient education brochure using Canvas and Adobe; Promoted patient support programs to alleviate communication and management burdens.
- **Data Analysis:** Optimized sales analysis in Excel, utilizing pivot tables, VLOOKUP, and advanced formulas for tracking, summarizing, and visualizing product sales; Implemented efficient summary tables, reducing workload by **95%**; Collaborated with the sales department to devise ROI-maximizing strategies.

### VYBA

SEO Analyst | Hybrid

11/2022—04/2023

- **SEO Research & Strategy Development:** Conducted extensive research and analysis of industry trends, competitors, and keyword opportunities; Leveraged keyword research tools to identify high-impact keywords and phrases, and strategically optimized the use of these keywords throughout website content to enhance online visibility and search engine rankings in 15 core key words; Achieved a **25%** increase in organic site traffic within one quarter.
- **Monthly Reporting and Data Visualization:** Prepared detailed monthly reports, visualizing key SEO performance metrics, including organic traffic growth, keyword rankings, and conversion rates; Analyzed paid media data (Google Ads, YouTube Ads, Tiktok Ads) to track performance with a goal of outlining challenges, identifying opportunities, and increasing conversion rate at a low user acquisition cost.

### Student Medcover

Marketing Intern | San Diego, CA

06/2022—10/2022

- **Customer Research:** Conducted consumer research, established customer personas, and analyzed psychological and behavioral patterns; Developed targeted marketing strategies to increase brand exposure among different demographics.
- **Event Planning:** Contributed creative ideas for trending topics, participated in the planning of promotional materials, and assisted in organizing both online and offline events.
- **Digital Brand Community Building:** Managed daily operations of group chats and initiated brand events within the chats, enhancing user engagement and brand awareness among the student demographics.

### Agricultural Bank of China

Analytic Intern | Guangzhou, China

06/2021—09/2021

- **Data Management:** Analyzed customer backgrounds, reviewed pre-loan documentation, assessed creditworthiness, and analyzed repayment capabilities; Awarded **top performer** for high work efficiency;
- **Analysis Automation:** Proposed processes automation using Excel, saving over 2 hours daily in data analysis.

## LEADERSHIP EXPERIENCES

### UCSD Chinese Engineering Society Headquarters (NPO)

Vice President | San Diego, CA

10/2021—06/2023

- Secured top sponsorship at **\$4,000** per month by crafting and delivering compelling pitch proposals to potential partners;
- Orchestrated eight successful online and offline events, drawing over **500** attendees annually for the sponsors;
- Managed the club's capital expenditure, implementing budget adjustments that yielded a **40%** cost-saving.

### BioTechathon Interdisciplinary Team Competition

Team Leader | San Diego, CA

04/2022

- Formed a team of six and led a new influenza vaccine to improve durability and effectiveness; Innovated the marketing process to successfully promote products to the market; **Winning the Third Prize.**

## LANGUAGES & SKILLS

- **Languages:** Native in Mandarin and Cantonese, Proficient in English
- **Technical Skills:** Advanced Excel skills, Python, R, Stata; Proficient user of Adobe, CANVA, Viamaker; Web Development (HTML, CSS, JavaScript)