

Brandon Chen

Art Enthusiast | Pianist | Drawer | Competitor

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EDUCATION

Boston University - Boston, MA Class of 2020
College of Arts and Science, B.A. in Economics
Minor in Communications/Advertising and Computer Science

- Notable Coursework: Introduction to Communication Writing, Writing Seminar with Research, and Intro to Advertising (fall 2018)

WORK EXPERIENCE

Interactive Research Intern – BPG Advertising (Los Angeles, CA) May 2018-August 2018

- Researched, ideated, and executed interactive projects and advertising campaigns for BPG Advertising. My main job was to put together research documents for campaigns that needed greater insight. Some research for pitches I have done were for Funimation and Amazon.

Cashier – Tudor Wine and Liquor (Elmont, NY) Sep 2013-Dec 2015

- Completed transactions of products, stocked shelves, cleaned, organized storage, and assisted customers.

EXTRACURRICULARS

Personal Finance Club E-board: VP of Marketing - Boston University (Boston, MA) Jan 2018-Present

- Promote monthly events, formulate marketing strategies, collaborate with other E-board members, and create both promotional material and social media content.

Website Chairperson – SheHacks (Boston, MA) March 2018-Present

- Dedicated website chair for the technology team of SheHacks Boston. Creating a website for SheHacks Boston 2019, a coding event in Boston for college students. Responsible for website development and back-end implementation using Google Cloud Platform.

PROJECTS

Cee uS – Boston University (Boston, MA) Sep 2017-Dec 2017

- Collaborated with a team of five to come up with a business plan to promote a healthy snack alternative. Tasks included data collection, business development, and cooking. A final presentation of our work was given at the end.

Certifications

edX: Design Thinking: UX and Advanced Topics by Microsoft June 2018-Present
HubSpot Academy: Inbound Marketing July 2018-Present
Google Partners: AdWords Fundamentals June 2018-Present

SKILLS

Coding Languages: Java (intermediate), HTML&CSS (intermediate), C (basic), JavaScript (learning)
Software: Stata (basic), Google Apps (intermediate), Photoshop (learning), Google AdWords (learning)
Soft Skills: Teamwork, Organization, Communication, Customer Service
Languages: English (native), Japanese (intermediate)