

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: Writing for Communications and Writing Seminar with Research

WORK EXPERIENCE

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

- Help research, ideate, guide, and execute 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 has been for Funimation and Amazon.

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

- Completed transactions of products, stocked shelves, cleaned, organized storage, 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 in a team of five to come up with a business plan to promote a healthy snack alternative. Tasks include 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)