

# Mei Chen

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## PROFESSIONAL SUMMARY

Accomplished Brand Manager with 3 years of progressive experience in Marketing. Demonstrated expertise in Email Marketing, Mailchimp, HubSpot with a strong track record of driving innovation and delivering measurable business results.

## CORE COMPETENCIES

Email Marketing

Mailchimp

HubSpot

Salesforce

Marketing Automation

CRM

## PROFESSIONAL EXPERIENCE

### Brand Manager | Starbucks

2023 - Present | La Paz, Bolivia

- Spearheaded marketing initiatives that delivered 19% improvement in operational efficiency
- Led cross-functional teams of 5 professionals across multiple high-impact projects
- Architected and implemented Email Marketing solutions resulting in \$327K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 35%

### Brand Manager | TechCorp Solutions

2020 - 2023

- Developed and maintained mailchimp applications serving 94K+ users
- Collaborated with product and design teams to deliver 8 major feature releases
- Optimized system performance resulting in 52% reduction in response time

## EDUCATION

### Bachelor of Science in Digital Marketing

ESADE | 2015

## CERTIFICATIONS

- Salesforce Marketing Cloud
- Google Analytics Certified
- Adobe Certified Expert

## LANGUAGES

English | Dutch