

EILEEN CHEN

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EDUCATION

UNIVERSITY OF OXFORD– Master in Business Administration (MBA) | Oxford, United Kingdom 2018-2019

- Grade: distinction (top 18%)
- **Activities:** Circular Economy Lab Co-chair (organized lectures and project opportunities), Social Impact Club Communications Lead (sent weekly newsletter with 60% open rate), Allianz Marketing Competition (1st place out of 30+ teams), Danone Impact Case Competition (top 15 of 90 global teams), Ball Organizer (300 attendees)
- **Project:** Communicating the Circular Economy with the London Waste and Recycling Board

MCGILL UNIVERSITY – Bachelor of Commerce | Montreal, Canada 2011-2014

- Marketing Major, Strategy Minor
- **Activities:** Marketing Club President (led team of 12 in organizing monthly events), Sustainable Business Conference communications lead, two 1st place podiums in case competitions, case competition coach (3 years), Harvard Women in Business Conference lead, course grader

PROFESSIONAL EXPERIENCE

RADLEY YELDAR (Marketing agency) | London, United Kingdom 2019-Present

Sustainability Communications Strategist

- Consulted for WRAP (one of the UK's largest environmental nonprofits) as main strategist, planning national sustainability behavior change campaigns, rebranding efforts and communications strategies for client's recycling, plastic education, and sustainable fashion brands. Annual multi-channel campaign budgets of £1 million. 89% of those who saw the campaigns said they changed their behaviour
- Created internal culture change strategy and campaign for GSK's pharmaceutical arm, impacting 17,000 employees across 32 countries
- Authored 50-page thought leadership report on effective sustainability language; became agency's most downloaded thought leadership in its 36-year history
- Other clients include: Ferrero Group, Tetra Pak, Mondy, and VF Corporation.

KEURIG DR. PEPPER SNAPPLE (Beverages, Consumer Packaged Goods) | Montreal, Canada 2015-2018

Consumer Insights Analyst

10/16 – 05/18

- Recommended 100+ data-driven decisions across product, pricing, packaging and advertising initiatives across all internal departments, leading to business-critical projects amounting to \$60M (CAD) of revenue
- Presented at Vision Critical's Customer Intelligence Summit of 500+ attendees; won a "New Community of the Year" runner-up award and conducted a webinar
- Conducted 4000-person national sustainability survey on recycling and composting habits
- Collaborated with R&D to create "Top 10 Trends" document; utilized for three new product innovations, five successful retailer pitches, and renewed digital content strategy

E-Commerce Marketing Coordinator

01/15 - 10/16

- Managed \$14M website as a two-person team, increasing sales conversion rate by 30% over two years and surpassing profitability goals
- Led cross-functional team of seven in supervising website operations as youngest team member, across supply chain, IT, and brand departments
- Created internal analytics arm; discovered \$1M annual revenue opportunity through unfunded pilot study on e-commerce customer journey

CLAIR DE LUNE (Décor Retailer) | Montreal, Canada 2014-2015

Marketing Coordinator

- Managed marketing functions for 50 stores; responsibilities included starting an e-commerce website, in-store experience, digital marketing, and public relations

ADDITIONAL INFORMATION

Interests Singing, running, cooking, reading

Languages English (fluent), French (fluent), Mandarin (conversational)