

Xiao (Cindy) Chen

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Education

Baruch College, Zicklin School of Business | New York, New York

Bachelor's degree Business Administration, Expected June 2021

- **Major:** Digital Marketing Management, **Minor:** Graphic Design/ Graphic Communication
- **GPA:** 3.6/4

Experience

CHAIR OF GRAPHICS | UNDERGRADUATE STUDENT GOVERNMENT | AUGUST 2020 – CURRENT | NEW YORK, NEW YORK

- Led in the design and layout of the Undergraduate Baruch College Survival Guide 20-21 that was distributed to over +1,000 incoming freshmen
- Supervise and compose all graphic materials relevant to Undergraduate Student Government's event purposes
- Represent about 10,000 students to report student life matters and concerns
- Manage around 2-3 projects at a given time while under pressure to meet weekly deadlines

PRESIDENT | BARUCH E-SPORTS ASSOCIATION | AUGUST 2019 – MAY 2020 | NEW YORK, NEW YORK

- Established co-sponsorships with big partners like G-Fuel, Collegiate Star League, and Tespa to support regular activities
- Heavily reached out to internal and external organizations to fund and sponsor club events
- Hosted successful large-scale tournaments for approximately 50+ members by heavy planning and collaboration with 5+ team members
- Raised membership up by 40% through extensive marketing on Discord, Facebook, and Instagram

MARKETING INTERN | AW CHANG CORPORATION | FEBRUARY 2019 – AUGUST 2019 | NEW YORK, NEW YORK

- Managed the marketing of multiple reputable brands such as W.R.K, Brooklyn Brigade, and Tallia Orange
- Formatted and composed catalogs for sportswear, dress shirts, and accessories in a consistent and organized manner
- Created an effective and informative PowerPoint presentation demonstrating top sellers which resulted in an increase on sales by 20%
- Formed mail merge on Microsoft Word to efficiently send email to 120+ customers daily
- Organized and filed merchandising swatches and prints to optimize internal uses
- Maintain the presentation and organization of the showrooms for customers to view

RETAIL SALES ASSOCIATE | BERSHKA POP-UP SHOP | JUNE 2018 – OCTOBER 2018 | NEW YORK, NEW YORK

- Maintained sales floor appearance by replenishing over 50+ clothing in an orderly fashion
- Promoted to Stock Associates due to quick adaptability and diligent behavior
- Heavily engaged with customers and provided excellence service to exceed store's daily sales goals
- Actively provided support to both consumers and sales employee with desired article of clothing
- Tracked inventories and arrangement of the stock room to ensure an organized and neat space

Professional Skills

- Proficient in Adobe Photoshop, InDesign, Illustrator, Lightroom, and Animate
- Certificate: Google Ads Search Certification as of July 5th, 2020
- Advanced in Microsoft Word, Excel, PowerPoint, and Outlook
- Knowledgeable in social media platforms such as Facebook, Instagram, Discord, Twitter, Snapchat, Reddit, and LinkedIn
- Experienced in video editing software like Sony Vegas Pro 15