KIMBERLY H. CHEN

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY **Expected Graduation: Spring 2023**

Intended B.S. Business Administration & B.A. in Media Studies

- **GPA:** 3.88 / 4.0 (Cumulative)
- **Relevant Coursework:** Homegrown Hip-Hop, Principles of Business, Introduction to Media Studies, Introduction to Entertainment Law, Intro to Economics (Micro & Macro), Introduction to Probability & Statistics

WORK EXPERIENCE

Origin of Mind **Remote**

Contract Consultant *September 2020 – Present*

- Collaborated with team to create & present novel recommendation strategies for customer acquisition to founders of boutique clothing brand backed by projected end-to-end production timelines and potential cost analyses
- Developed detailed plans of story-based, visual content campaigns within $X-XXk budget while maximizing returns
- Conducted a competitor analysis on the global streetwear market through extensive market research on 12+ competitors

Hunniwell Lake Ventures **Palo Alto, CA**

Communications Intern *May 2020 – August 2020*

- Established Hunniwell's blog and crafted 9+ original blog pieces analyzing recent trends in the venture capital and MedTech industries in order to promote Hunniwell's brand through firm's website & increase web traffic
- Identified and tracked firm's KPIs (followers, page views, impressions, etc.) through LinkedIn, Twitter, & Facebook with focus on LinkedIn platform, increasing LinkedIn follower count by 16% and page views by 161%.
- Collaborated with cross-functional teams to prepare presentations for Hunniwell Lake Ventures that were ultimately presented live at the virtual F50 Global Capital Summit for HealthTech to 1000+ international participants

MXDWN.COM **Remote**

San Francisco Scene Reporter *April 2020 - Present*

- Authored concert previews and album reviews for the renowned music and entertainment website's 100,000+ monthly visitors.
- Contributed daily coverage on the San Francisco Bay Area's music scene from music festivals to small-scale live shows while working with artists and concert venues, specializing in mainly in the hip-hop, R&B, and rock genres and various sub-genres
- Expanded MXDWN.COM's social media presence through the maintenance of MXDWN.COM's SF Twitter account to generate 1600+ monthly impressions on Twitter platform

LEADERSHIP & EXTRACURRICULARS

SUPERB Productions **Berkeley, CA**

Marketing Intern *August 2020 - Present*

- Collaborated with marketing department to execute promotion campaigns for events held by UC Berkeley's sole ASUC-backed entertainment organization, including recent live & virtual performances by 100 Gecs, Waka Flocka Flame, & Kehlani
- Executed campus-wide virtual events for student population, garnering average of 100+ participants per event
- Contributed social media, blog, and IGTV content for focus area within SUPERB Productions to reach 3,000+ followers

Business Careers in Entertainment Club **Berkeley, CA**

Music Industry Committee Member *August 2020 - Present*

- Collaborated with committee members to execute student musician competition in partnership with music start-up & mobile application, SoundOff, with sponsorships from TikTok, SoundHound, Def-Odd Records, and *Berkeley B-Side Magazine*
- Acted as A&R for committee to source 24+ student musicians found through underrepresented musical outlets at Berkeley
- Contacted 8+ music industry professionals to speak at professional panels reaching combined audiences of 320+ viewers

The Daily Californian **Berkeley, CA**

Experiential Marketing Associate *August 2019 - Present*

- Ideated & executed experiential marketing campaigns to increase brand awareness for award-winning, student-run publication with physical circulation of 10,000+ and total readership of 42,000+
- Sourced and maintained relations with 80+ speakers and influencers from Comedy Central, SM Entertainment, *NYT*, & more
- Conducted quantitative and qualitative user research to analyze customer wants and needs, measure events, and strategically plan for future experiential marketing campaigns

SKILLS & INTERESTS

Skills: Social media management, Multimedia journalism, Microsoft Office (Excel, PowerPoint, Word), G-Suite, WordPress
Interests: Writing, Rolling Loud, rise of female rappers, history of the rap genre, entertainment law, & Philz Coffee