

# Ruo (Lucy) Chen

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## EDUCATION

### Temple University – Fox School of Business and Management

Philadelphia, PA

*Bachelor of Business Administration*

May 2025

- **Major:** Marketing & Management Information Systems | **GPA:** 3.97/4.00
- **Honors:** Temple University/Fox Honors Program, Dean's Scholarship, Alter Scholar 2022, National Merit Commended Student 2020
- **Relevant Coursework:** Marketing Management / Consumer Buyer Behavior / Data Analytics / Management Information Systems

## WORK EXPERIENCE

### 360PRplus

Philadelphia, PA

*Public Relations Intern*

May 2023 – Present

- Compile dozens of unique media lists with personalized media outlets and contacts for 20+ clients using Cision
- Draft and send pitches, press releases, and media alerts to media leading to 30+ unique news articles and TV broadcasts
- Coordinate influencer partnership campaigns for multiple franchisees to increase brand awareness and community presence
- Create 20+ media report summaries with all earned coverage, links, and impressions as deliverables to clients after each project

### Fox Business Communications Center

Philadelphia, PA

*Peer Writing Tutor*

February 2023 – Present

- Provide one-on-one tutoring to undergraduate students working on business proposals, presentations, and other business writings
- Communicate constructive feedback to a diverse population of students of all years, majors, and linguistic backgrounds
- Submit individual feedback forms for each student on writing style, mechanics, structure, and recommendations

### Temple University Press

Philadelphia, PA

*Marketing Intern*

March 2022 – May 2023

- Co-create TU Press bi-annual catalogs showcasing 20+ books for the season with the Public Relations Director
- Manage growing inventory of 500+ books in the Press Works database and on the TU Press website
- Employ strong writing skills to copyedit weekly newsletters, online blog posts, and press releases

### Target Corporation

Bensalem, PA

*Certified Barista, Team Member*

June 2022 – Aug 2022

- Cross-trained in all operations of Target including fulfillment, market, sales, and with specialty in Starbucks barista
- Managed multiple tasks in fast-paced environment serving 50+ drink combinations and 30+ food items to 100+ customers daily
- Demonstrated strong verbal communication, problem-solving, and conflict management skills to ensure customer satisfaction

## LEADERSHIP & ACTIVITIES

### Temple Consulting Club

Philadelphia, PA

*Community Outreach Director, Consultant*

May 2023 – Present

- Coordinate networking and social events between TCC, fellow student organizations, and business professionals
- Work within a team to provide a local business with consulting services to increase brand awareness, submitting weekly deliverables and an end-of-semester report

### Chinese Student Association

Philadelphia, PA

*Co-founder, Treasurer*

Aug 2022 – Present

- Execute plan to create a safe space and plan events for individuals interested in Chinese culture and language
- Manage all financial operations including budgeting, cash flow, allocations, and fundraising

### Asian Students Association

Philadelphia, PA

*Public Relations Director*

May 2022 – May 2023

- Coordinate external communications in an organization with 100+ active members and 1,600+ followers through social media and monthly newsletters designed using MailChimp
- Establish long-term relationships with external branches including Drexel, UPenn, Jefferson, and St. Joseph's University

## SKILLS & INTERESTS

**Languages:** Mandarin (Native Speaking, Intermediate Reading & Writing), French (Intermediate Reading & Writing)

**Technical Skills:** Excel, Word, PowerPoint, Canva, Cision, MySQL, SPSS Statistics, Python

**Certifications:** LinkedIn Data Analytics for Business Professionals (2023), Google Analytics IQ Certification (2022)

**Volunteer:** Cradles for Crayons (Summer 2023), Love Run (Spring 2023 & Spring 2022), Rocky Run (Fall 2022)