



Emily Chen

International Business MBA Candidate

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SUMMARY

Results-driven International Business MBA candidate with 5+ years of experience in global marketing, operations, and finance, seeking a challenging role that leverages my skills in strategic planning, team management, and data analysis to drive business growth and expansion.

EXPERIENCE

International Marketing Manager

Jan 2020 - Present

ABC Corporation

New York, USA

Developed and executed global marketing strategies, resulting in a 25% increase in sales revenue within 6 months. Managed a team of 5 marketers, providing guidance and mentorship to ensure successful campaign implementation. Collaborated with cross-functional teams to launch new products, achieving a 30% increase in market share.

- Conducted market research and analyzed consumer trends to inform marketing strategies
- Built and maintained relationships with international partners and distributors
- Created and managed marketing budgets, ensuring a 15% reduction in costs

Financial Analyst

Jun 2018 - Dec 2019

DEF Company

London, UK

Analyzed financial data and provided insights to senior management, resulting in a 10% reduction in operational costs. Developed and implemented financial models, forecasting revenue and expenses with 95% accuracy. Collaborated with the accounting team to ensure compliance with financial regulations.

- Prepared and presented financial reports to senior management
- Conducted financial planning and budgeting, ensuring a 5% increase in revenue

EDUCATION

Master of Business Administration

Sep 2015 - Jun 2017

University of Oxford

Oxford, UK

MBA

3.8/4.0

PROJECTS

Global Market Entry Strategy

Mar 2020 - Jun 2020

Project Lead

Developed a comprehensive market entry strategy for a new product launch in the Asian market, resulting in a 20% increase in sales revenue within the first quarter.

Market research • Competitive analysis • Financial modeling

Digital Transformation Initiative

Jan 2019 - Mar 2019

Project Manager

Led a team to develop and implement a digital transformation strategy, resulting in a 25% increase in online sales and a 30% reduction in operational costs.

Digital marketing • E-commerce platform development • Data analytics

SKILLS

Strategic Planning

Team Management

Data Analysis

Financial Modeling

Marketing Strategy

Digital Transformation

LANGUAGES

English

Native

Spanish

Fluent

CERTIFICATES

Certified Marketing Professional

Jun 2018

American Marketing Association

Certified marketing professional with expertise in marketing strategy and planning

AWARDS

Best Marketing Campaign

Dec 2020

International Marketing Association

Awarded for outstanding marketing campaign that resulted in a 25% increase in sales revenue

STRENGTHS

Leadership

Proven ability to lead cross-functional teams and drive business results

Strategic Thinking

Skilled in developing and executing strategic plans to achieve business objectives

HOBBIES

Reading business books

Attending industry conferences