Crystal Chen

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EDUCATION

CUNY - Queens College **January 2025 - December 2026**
Bachelor's, Food Management Studies *GPA: 3.4*
- Activities: Food Lab Kitchen Assistant. Kitchen Garden Volunteer
- Relevant coursework: The Science of Foods, General Nutrition, Principles of Food Safety and Sanitation, Food Sustainability

CUNY - Borough of Manhattan Community College **August 2017 - August 2021**
Associate's, Communications *GPA: 3.0*
- Relevant coursework: Interpersonal Communication, Conflict Resolution, Intercultural Communication, Small Group Communication

FOOD & BEVERAGE INDUSTRY EXPERIENCE

Gourmet Diva **March 2022 - May 2022**
Culinary Marketing Associate *New York, NY, USA*
- Created compelling content showcasing culinary offerings, promoting social events, and sharing interactive audience activities.
- Developed and executed social media strategies to increase personal brand awareness.
- Managed community relations and responded to customer feedback.

The Donut Pub **June 2019 - July 2019**
Server & Cashier *New York, NY, USA*
- Delivered exceptional guest service and prepared food/beverages in high-volume environments, managing multiple orders simultaneously during peak hours.
- Responsible for store closing and managing inventory levels.
- Handled cash management and POS systems.
- Maintained a clean work environment, adhering to city health department guidelines.

Kabisera Kape **August 2018 - September 2018**
Barista & Cashier *New York, NY, USA*
- Delivered exceptional guest service and prepared food/beverages in high-volume environments, managing multiple orders simultaneously during peak hours.
- Responsible for store opening, managing inventory levels, and retrieving supplies from vendors.
- Handled cash management and POS systems.
- Maintained a clean work environment, adhering to city health department guidelines.

PROFESSIONAL EXPERIENCE

Heartbeat **April 2024 - December 2024**
Media Planner *New York, NY, USA*
- Managed and delegated tasks to cross-functional teams for media campaigns with budgets up to $10M.
- Analyzed performance metrics and market trends to optimize operations and identify growth opportunities for client campaigns in-progress, preparing detailed reports for senior leadership in Microsoft Excel.
- Maintained relationships with clients and vendors, ensuring satisfaction through proactive communication and team-building during company and social events.

T&P **June 2022 - April 2024**
Associate Media Planner *New York, NY, USA*
- Coordinated with clients and vendors to ensure timely delivery and quality of advertisements for each launched media campaign.
- Maintained relationships with vendors, ensuring satisfaction through proactive communication and team-building during social events.
- Created a task management system to track internal work in Microsoft Excel.

CERTIFICATIONS

ServeSafe Manager Certification | December 2025
- *Verifying food safety knowledge to protect the public from food-borne illnesses.*

Google Analytics Certification | December 2022
- *Applied data analysis skills to optimize operations and customer experience.*

CUNY Ever-UP Marketing Credential | June 2021
- *Intensive program focused on consumer behavior and brand positioning in a competitive market.*