

Arista Chen

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PROFILE

- Versatile professional with over 10 years of corporate experience and a marketing-oriented MBA with outstanding academic performance
- Strong analytical, interpersonal, and client management skills
- Seven years of staff management experience of up to eight employees
- Highly creative and strategic thinker with strong desire to contribute to a marketing firm in a client services role

TECHNICAL COMPETENCIES

Statistical Software: Intermediate SPSS

Programming languages: Familiarity with Visual Basic 15.3, Visual Studio 2017

MS Office: Excel, Word, PowerPoint, Access

PROFESSIONAL EXPERIENCE

Independent Consultant, Orlando, FL

March 2014 – Present

Entrusted with the execution of various projects for several firms:

- Developed marketing strategy for women's handbag and accessories online store
- Advised start-up firm in the design, copy, layout, navigation, and implementation of commercial website
- Created customer retention program to enhance "sense of community" and repeat business
- Donated copywriting talents to an inspirational calendar targeted to those living with kidney disease
- Performed profit analysis of a financial futures trading firm's proposed trading system
- Utilized Visual Basic programming in the analysis of 24 trading scenarios

Entrepreneur, Trance Creations, Ltd., Tampa, FL

February 2009 – March 2014

- Pioneered and developed Guided Sensory Experience, an innovative and experiential approach to educational and entertainment media
- Created marketing and brand concept for this series of educational-adventure and self-help CDs
- Researched and wrote all copy and content, and designed layout for cover artwork

Credit Manager, Abbot Laboratories, Warrenville, IL

February 2006 – January 2009

- Drove department to a 50% reduction in critical past due accounts receivables
- Engineered system and process improvements leading to cost savings of over \$60,000 annually
- Performed financial statement analysis for commercial credit extension; handled credit analysis on all major accounts up to \$2 million
- Prepared accounts receivable performance reports for upper management and advised on risk areas

Credit Manager, Western Laboratories, Inc., Itasca, IL

July 2000 – January 2006

- Managed a staff of eight employees in the domestic and international credit and collection function of this diversified chemical company
- Led department to record low bad debt of .3% of sales
- Taught “total quality” classes to employees resulting in more clearly defined work requirements, better communication among employees, more efficient work flow, and departmental cost savings of over \$100,000 annually
- Led and participated in cross-functional teams in improving company-wide work flow inefficiencies resulting in improved productivity and cost savings of over \$200,000 / year
- Developed annual departmental budget, reconciled accounts, and oversaw month end closing procedures

Domestic Credit Representative, Viseion Corporation, Chicago, IL

September 1999 – July 2000

- Performed credit analysis including financial statement analysis, D&B reports, and references on all new and existing accounts up to \$1 million credit limit
- Negotiated payment plans with delinquent accounts while maintaining good customer relations
- Trained new sales representatives in the credit department function

EDUCATION

Stetson University, DeLand, FL

December 2018

Master of Business Administration

- *Relevant Coursework:* International Business and Finance, Managerial Decision Analysis, Strategic Management, Technology for Business Transformation, Advanced Accounting Seminar

Northern Illinois University, DeKalb, IL

August 1999

Bachelor of Science in Finance

- Achieved top 5% ranking in business program

Moraine Valley Community College, Palos Hills, IL

January 2003

Windows Programming Development Certificate