

# CHENXI (ARIEL) PU

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## EDUCATION

### Vanderbilt University, Owen Graduate School of Management

Master of Marketing, Class of 2025 (STEM)

Core Curriculum: Brand Management, Quantitative Method for Marketing, Marketing Analytics, Pricing Strategy

Nashville, TN

GPA: 3.72/4.0

### Depauw University

Bachelor of Art, Class of 2023

Major: Communication Minor: Business Administration

Greencastle, IN

GPA: 3.73/4.0

## EXPERIENCE

### Infopro. digital, Inc.

Nashville, TN

Feb 2025- Present | *Marketing Intern*, LUXE PACK USA

- Led and executed social media and email marketing strategy to promote Luxe Pack's 22<sup>nd</sup> premier luxury packaging trade show, which led to a 21% increase in YoY growth of registrants by the 2-month pre-show mark
- Led targeted lead generation initiatives, leveraging HubSpot and other Eventmaker and data analytics to identify high-value prospects and attendee acquisition
- Developed performance dashboards to track KPIs (e.g., registration trends, engagement rates) and extract actionable insights, informing long-term brand and event positioning strategies

### Eli Lilly & Company

Indianapolis, IN

Feb 2024- Jul 2024 | *Marketing Associate*, Global New Product Planning & Forecasting

- Developed a communication tool to track and manage 15 early-phase assets in the neuroscience product pipeline by collaborating with medical, statistics, and payer teams to enhance project visibility and coordination
- Supported market research and competitive analysis to shape Go-to-Market strategies for three Alzheimer's Disease medications, optimizing positioning, messaging, and launch readiness
- Formulated a business strategy along with the Business Analytics and Finance team to streamline marketing efforts for a mature brand targeting a \$30 million reduction in operational expenses

Jul 2023- Jan 2024 | *Marketing Associate*, Sales and Marketing Integration (Omnichannel)

- Mapped existing sales rep workflows and collaborated with the analytics team to recommend process improvements, resulting in a 5% tool usage increase across teams
- Increased adoption rate of Jira-based detailing tool from 85% to 91% across 1200+ sales reps, enabling data-driven HCP conversations via prescription behavior insights and automated workflows (e.g., Veeva-approved emails, SOA distribution)
- Orchestrated automated HCP engagement workflows by partnering with Configuration and Analytics teams to design business rules (e.g., Rx-based segmentation for neurologists/PCPs), triggering rep reminders for sampling follow-ups and new indications
- Optimized marketing analytics by validating brand health metrics (e.g., email open rate) through Tableau and Power BI dashboards, troubleshooting data discrepancies between CRM systems and visualization tools to ensure accurate performance report

Aug 2021- Dec 2021 | *Marketing Intern*, Diabetes Business Unit

- Developed strategy and execution plans, including channel mix to promote a diabetes education resource with the potential reach to tens of thousands of healthcare providers and millions of people with diabetes
- Updated content and format of the diabetes education resource by leading a cross-functional meeting with brand leaders and colleagues from medical affairs, market research, and internal editorial agency

## LEADERSHIP

### Depauw University

Greencastle, IN

May 2023 – Present | *Alumni Association Board of Director*, Young Alumni Board

- Contributed to strategic planning, governance, and decision-making for the success of the alumni association
- Proposed a data-backed engagement plan to the VP of Alumni Development and Engagement, including quantitative market research for future campaigns, aimed at increasing alumni participation by 15% YoY based on interview insights

## ADDITIONAL

- Technical Skills: Microsoft Office Word, Excel, PowerPoint, Outlook; SPSS Statistic; SAS; SQL; HubSpot; Tableau; Power BI
- Certificate: Career Essential Generative AI by Microsoft and LinkedIn, Google Analytics Certification
- Language: Chinese (Native), English (Fluent), French (B2-Intermediate)