

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 22nd 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 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*, Omnichannel Marketing

- Increased the use rate of internal sales enhancement tool amongst 1,200+ users from 85% to 90% by overhauling the sales executional guidelines on the CRM interface over the span of 3 months
- Onboarded and trained 400+ sales representatives to reinforce brand strategies for two leading diabetes treatments
- Improved sales detailing experience through the orchestration of omnichannel strategies and working cross-functionally with configuration and data analytics team

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)