

SABRINA CHEN

Marketing Major, Graphic Design Minor
University of Southern Indiana 2024-2028

CONTACT

Phone: (812) 461-8675

Email: reachsabrinachen@gmail.com

EXPERIENCE

Social Media Content Creator | August 2026 - Current

University of Southern Indiana Strategic Communication

- Serve as on-camera representative for official USI TikTok and Instagram accounts, creating authentic, student-centered video content that aligns with university branding and marketing goals.
- Monitor social media trends, formats, and platform best practices to develop timely and relevant content.

Graphic Design Specialist | October 2025 - Current

University of Southern Indiana Disability Resources

- Create visual assets that promote accessibility and inclusion across campus.
- Design merch, banners, and flyer to promote events and disability awareness.
- Assisted with special projects, events, and additional departmental initiatives as needed.

Retail Banker Float | December 2025 - Current

First Bank

- Float between Evansville First Bank branch locations to provide service and support.
- Performing retail banking functions, including transactions, loan payments, ITM balancing, compliance and BSA requirements.

Marketing Intern | May 2026 - August 2026

Amtcor (Formerly Berry Plastics)

- Lead market research to identify white space opportunities.
- Support closures, bottles, and specialties product marketing team within CPNA.
- Present findings to key stakeholders and make recommendations targeting new markets, products, and customers.

Social Media Marketing Student Intern | January 2025 - May 2025

Pathways Program at the University of Southern Indiana

- Designed and implemented event flyers and announcements to enhance visibility.
- Provided informative resources for prospective students and families, addressing inquiries.

Team Lead | December 2020- July 2024

Yen Ching Chinese Restaurant

- Supported family business operations through various roles, including server, hostess, and to-go specialist.

ACADEMIC

University of Southern Indiana | 2024-2028

Bachelor of Art, Major in Marketing,
Minor in Graphic Design

- GPA: 3.9
- Honors Scholar
- Resident Assistant
- Multicultural Leadership Scholar
- Co-President/Founder of Chinese Student Union
- VP of Fundraising (Current), VP of Activity Planning (2025) of College Mentor For Kids

LANGUAGES

English - Fluent

Chinese - Fluent

Spanish - Intermediate

ONLINE PORTFOLIO

