

# MABEL CHEN

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## Education

### The University of British Columbia

Sept 2025 – Apr 2029

*Bachelor of Arts (Economics) + Master of Management (Dual Degree)*

**Relevant Coursework:** Commerce, Psychology, Microeconomics, Macroeconomics, Computer Science, Linguistics, Political Science

## Skills

**Marketing & Content:** Brand storytelling, content strategy, editorial design, long-form writing, audience research

**Design & Media:** Figma, Canva, CapCut, web design (JavaScript, GitHub Pages, Google Stitch, Netlify, Lovable)

**Analytics & Productivity:** Google Sheets, Microsoft Word, PowerPoint, unit-economics analysis (LTV/CAC)

**AI Tools:** Claude (Claude Code, Claude Cowork, agentic workflows), ChatGPT, OpenClaw — AI-assisted research, content, and workflow automation

**Languages:** English (Native), Mandarin (Native)

## Experience

### Macdonald Realty | [ezrealty.ca](https://ezrealty.ca)

Apr 2026 – Present

*Marketing Intern*

- Helped design and build a client-facing real estate website featuring 100+ active listings, keeping layout, visuals, and copy consistent with the Macdonald Realty brand identity.
- Built a “Real Estate Insights” dashboard using Claude Code, charting REBGV market data — benchmark prices and sales-to-active ratios — to position the site as a local market resource for prospective buyers.
- Managed social media content end to end — planning, creating, and publishing posts to promote listings and build the agent’s online presence.
- Grew the agent’s Instagram following by ~15% in a single month through consistent posting and content tailored to local homebuyers.

### MPN Capital Markets

May 2026

*Student Business Development Representative*

- Drove top-of-funnel growth through outbound prospecting and cold outreach, building a pipeline of commercial clients representing \$60,000–\$75,000+ in potential contract value per account.
- Pitched energy cost-optimization solutions directly to business owners and decision-makers, adapting messaging by industry and objection.
- Tracked outreach volume and response rates in Google Sheets to refine timing and messaging in a fast-paced, commission-driven sales environment.

### The University of British Columbia

Sept 2025 – Apr 2026

*Student Researcher*

- Analyzed consumer AI startups’ unit economics — LTV/CAC, retention, and conversion — to evaluate which growth models remain sustainable under high compute costs.
- Developed an AI transparency “nutrition label” framework for data provenance and model accountability, reframing a technical problem as a consumer-trust and brand-credibility issue.
- Conducted equity and industry analysis on Mowi ASA and Exelixis, assessing margins, IP strategy, and competitive positioning.

## Projects

### The Economic Wardrobe | [theeconomicwardrobe.netlify.app](https://theeconomicwardrobe.netlify.app)

Apr 2026 – Present

*Founder & Editor*

- Founded and built the brand identity for an independent publication analyzing how economic systems shape consumer and fashion behaviour across history.
- Own end-to-end content strategy — topic research, long-form writing, editorial design, and publishing — with 3 long-form articles published to date.
- Positioned the publication in the fashion × economics niche by translating dense economic history into accessible, narrative-driven storytelling.