

# Mehgan Yen

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## OVERVIEW

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A multifaceted professional with a track record of success as a social entrepreneur. I possess a unique blend of business acumen, leadership skills, and marketing expertise and have consistently driven innovation across various industries. With a keen eye for identifying growth opportunities and a deep understanding of organizational dynamics, I am adept at navigating complex environments and delivering exceptional results.

## PROFESSIONAL EXPERIENCE

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### Asian Girls Ignite

Denver, CO

Co-Founder & Chief Operating Officer

June 2019 – Present

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*Leading operations, marketing, and finances for a non-profit serving AAPI girls & gender-expansive youth*

- Led day-to-day business & administrative operations, in addition to all marketing/PR efforts
- Critical stakeholder alongside CEO in fundraising — raised over \$500K in grant funding & donations
- Spearheaded ElevAsian Night Market, AGI's annual fundraiser with 400+ attendees in the inaugural year
- Grew and managed a 10-person team including marketing coordinators & programs/events managers
- Built & executed AGI's brand presence through digital, print, & social media channels
- Co-developed programming that serves over 100 AAPI girls and 200 AAPI women, including monthly events, cultural awareness workshops, outdoors exploration, & mentorship programs
- Strategized & executed on local partnerships — organizations include The North Face, Denver Botanic Gardens, Denver Zoo, YMCA of the Rockies, Meow Wolf, Colorado Dragon Boat, & Moonshot edVentures
- Developed internal operational & IT infrastructure to serve the requirements of all AGI stakeholders

### Beyond Our Borders, Women's Foundation of Colorado

Denver, CO

Volunteer Position, Outreach Committee Co-Chair

April 2018 – Present

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*Executive Committee member of a donor-advised fund investing over \$850K in women & girls in 30+ countries*

- Led investment committee in 2018 & provided \$81K grants to 8 non-profit organizations in Asia & Africa
- Developed diversity, equity, & inclusion materials & training program for the organization; presented annual program for new & existing members; created a quarterly newsletter to engage & connect 30+ members
- Founding member of the U.S. Foreign Policy Committee & the Diversity, Equity, & Inclusion Committee

### Toprock Holdings

Denver, CO

Operations Director

June 2019 – June 2020

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*Led operations & marketing for a real estate investment firm focused on multifamily commercial buildings*

- Managed daily operations for partners & stakeholders; completed 32 projects earning \$960K in revenue
- Critical stakeholder in raising \$2.1MM operating fund from angel investors
- Implemented digital marketing campaigns targeting properties for wholesale; increased leads by 114%
- Rebranded all creative assets — including website, marketing materials, & all social media accounts

### Mikado International

Denver, CO

Sr. Marketing Manager

August 2017 – June 2019

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*Led digital marketing & project management for Fortune 500 clients at a multicultural marketing agency*

- Managed 4 direct reports, led strategy & execution on campaigns; generated \$10MM in annual revenue
- Led social media strategy for 3 Unilever brands; conducted A/B tests & increased engagement by 65%

- Built 1st Asian American on-demand experience for Comcast X1 platform; averaged 550K+ monthly views

## **Zipskee**

*Marketing Manager*

Denver, CO

December 2015 – June 2017

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*Managed marketing & public relations for a travel-tech startup with social-discovery software products*

- Led execution of digital marketing strategies which increased users by 8K within 6 months
- Featured Zipskee in 100+ articles of international press coverage in over 15 countries – e.g. MetroUK, Glamour, InStyle

## **CBRE**

*Sustainability Consulting Analyst*

Taipei, Taiwan

January 2015 – December 2015

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*Executed consulting strategies for the Sustainability Asia team of a Fortune 500 real estate company*

- Spearheaded sustainability initiatives within CBRE for 20K+ employees & \$561MM portfolio in Asia-Pacific

## **Grace Public Relations**

*Public Relations Specialist*

Taipei, Taiwan

September 2012 – January 2015

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*Executed public relations strategies for an agency specializing in international luxury brands*

- Managed 50+ relationships with media contacts to publish 350+ press releases across Asia-Pacific

## **EDUCATION**

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### **University of Pennsylvania**

*Master of Computer & Information Technology*

Philadelphia, PA

Expected May 2024

### **University of California, San Diego**

*Bachelor of Arts in Communication*

La Jolla, CA

September 2012

## **OTHER**

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- Fluent in Mandarin Chinese
- Advisory Board Member: Moonshot edVentures
- Fellow: Moonshot edVentures (2022)
- Team Associate: Techstarts Western Union Accelerator (2019)
- Fellow: Impact Denver Fall Cohort (2018)
- Volunteer: Colorado Dragon Boat, Mile High Asian Food Week