# Mehgan Yen

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## Overview

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

**Asian Girls Ignite** — Denver, CO
Co-Founder & Chief Operating Officer — June 2019 – Present

*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

*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

*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

*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** Denver, CO
*Marketing Manager* December 2015 – June 2017

*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** Taipei, Taiwan
*Sustainability Consulting Analyst* January 2015 – December 2015

*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** Taipei, Taiwan
*Public Relations Specialist* September 2012 – January 2015

*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

**University of Pennsylvania** Philadelphia, PA
*Master of Computer & Information Technology* Expected May 2024

**University of California, San Diego** La Jolla, CA
*Bachelor of Arts in Communication* September 2012

## Other

- 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