




BRIAN PAN

RÉSUMÉ

CONTACT

-  Los Angeles, California
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EDUCATION

University of California, Santa Barbara

B.A. in Global Studies
California, USA **2015-2018**

Peking University

School of Chinese as a Second Language
Beijing, China **2018**

National Taiwan University

College of Management,
International Business
Taipei, Taiwan **2017**

EXPERTISE

- Project Management
- Experiential Marketing
- Operations
- Managerial Accounting
- Liaison

LANGUAGES

English 

Mandarin Chinese 

Cantonese Chinese 

Spanish 

PROFILE

A quick learner capable of tactfully adapting to environments and situations with a root cause problem solving mentality. Experienced in fast-paced, high stake settings, I have proven capable of wearing different hats, taking ownership and being accountable to my team. As a Christian, my commitment to Christ and dedication to personal growth have realized achievements beyond business and in service.

PROFESSIONAL EXPERIENCE

Segway Inc.

Integrated Marketing Manager

OCT. 2018 - JAN. 2020

Alhambra, CA

- Managed the launch, operations, and marketing of four Indiegogo crowdfunding campaigns that raised 8.5+ million USD in funds total.
- Worked with PR agencies to secure over 120 major media publications to reach more than 800 million impressions for Segway.
- Served as company spokesperson for 30+ major media broadcasts and publications. (ie. NBC, NASDAQ, Phoenix TV, etc.)
- Oversaw Segway's social media and collaborated with A List celebrities and influencers.
- Led the OOH advertising campaign for 2019's Q4 holiday season by creating ads on 250 MTA buses in Manhattan and 13 billboards in Los Angeles.
- Managed a marketing budget of 800K USD and administered Segway's branding, vision and mission.
- Represented the marketing team at weekly cross-departmental meetings with C-suite executives to debrief on KPIs, and campaign strategy.

Segway Robotics

Community and Account Manager

AUG. 2018 - OCT. 2018

San Francisco, CA

- Headed the CRM system Zendesk for Segway Robotics.
- Conducted market research on Segway social media platforms.
- Created the website layout, mock-up, and content for the e-commerce sites: store.segway.com and segwayrobotics.com.
- Sourced and collaborated with production agencies to create media assets. (ie. video ads, lifestyle images, product renders, etc.)

TECHNICAL SKILLS

MARKETING | PR

- Meltwater
- MailChimp
- Social Media Management (FB, TW, INST)

PRESENTATION

- Microsoft Suite
- Google Suite

WEB DESIGN / LAYOUTS

- WordPress | Wix
- Moqup
- Smart Draw
- Snagit

ANALYTICS

- Data Studio
- Supermetrics

CRM

- Zendesk

PERSONAL SKILLS

- Conscientious
- Logical Reasoning
- Root Cause Oriented
- Socratic Communicator
- Tactful

UCSB Housing, Dining and Auxiliary Enterprises **AUG. 2016 - JUN. 2017**
Resident Advisor *Santa Barbara, CA*

- Ensured the safety and wellbeing of 67 university student residents.
- First responder to emergency situations.
- Mediator trained to de-escalate conflicts among residents.
- Advisor and confidant for residents in emotional and psychological distress.
- Managed a budget of 500 USD to plan resident programs and create safety awareness campaigns.
- Facilitated a safe and inclusive environment for all residents.

Law Offices of Scott Warmuth **MAY 2013 - JUL. 2014**
Paralegal Intern *San Gabriel, CA*

- Prepared demands for litigation and administered 40 client cases using AbacusLaw software.
- Solicited documents from public and private institutions on behalf of our clients and attorneys. (ie. LAPD, CHP, StateFarm, hospitals, etc.)
- Debriefed attorneys on client files and researched medical, insurance and police reports.
- Interviewed clients involved in personal injury and recorded their cases.

BPan Productions **FEB. 2015 - DEC. 2019**
Founder and Master of Ceremonies *Los Angeles, CA*

- Served as Master of Ceremonies at 20+ wedding receptions, concerts, corporate events, and fundraising galas.
- Provided wedding event consultation and collaborated with a network of venues, food catering, and entertainment services.
- Improvised solutions for any unforeseen circumstances in a fast paced, black-tie, crucial environment.
- Interacted with clients and guests in a personable and graceful manner.

CONFERENCES | EXHIBITIONS

I arranged, coordinated, and attended the following events:

CES 2020, Consumer Electronics Show
Las Vegas, Nevada
January, 2020

SEMA Show
Las Vegas, Nevada
November, 2019

New York Fashion Week
New York City, New York
September, 2019

SVIEF, Silicon Valley International Entrepreneur Forum
Santa Clara, CA
August, 2019

TechCrunch Sessions Mobility Event
San Jose, California
July, 2019

re/CODE Conference
Scottsdale, Arizona
June, 2019

WSJ, Future of Everything Festival
New York City, New York
May, 2019

Costco International Buyer Conference
San Diego, CA
February, 2019

CES 2019, Consumer Electronics Show
Las Vegas, Nevada
January, 2019