

# Emily A. Chen

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Empathetic business partner known for finding common ground & building relationships. Dependable & fair with the ability to take an idea, break it down, prioritize it & develop a plan of actionable tasks. Passion for helping people get invested & engaged in their community.

## PROFESSIONAL EXPERIENCE

**merch dot**, Times Square, NY

**2024-Present**

### Chief Operations Officer

- Management and oversight for daily operations of all merch. shows, merchandise partnerships
- Responsible for all hiring, training and scheduling of staff
- Oversight of direct reports in CO fulfillment center, HQ staff and Merchandise Managers

### Operations Supervisor

**Jan.2024-Oct. 2025**

- Provided administrative & operational support to the CEO and COO
- Managed the hiring & scheduling of in-theatre staff
- Managed partnerships with wholesale clients, vendors and customer service team
- Developed processes for social media management & strategies
- Created all Korean language products for *Maybe Happy Ending* merchandise line

**Creative Goods Merchandise**, Times Square, New York, NY

**2021-2023**

### Operations Manager & Recruiter

Integral part of re-opening 13 Broadway & Off-Broadway shows in the Fall of 2021.

- Provided administrative support for Senior Management Team – Broadway, Tours, Experiences
- Recruitment & Onboarding for NY/NJ/CT/PA markets, development of Offboarding procedures with HR team
  - Partnered with Touring & Experience Operations Managers for hiring needs, screening all applicants
- Managed & coordinated the 2023 Broadway Cares/Equity Fights AIDS (BCEFA) Flea Market for CG
  - Organized 5 pallets of merchandise, raised over \$10.5k for BCEFA's record breaking year
- Managed & coordinated all aspects for show load-in & load-out for Fall 2021, Spring 2022, Summer 2022 seasons
  - Implemented new systems for more efficient show launches in theatres
  - Developed new ways to effectively display merchandise in theaters
  - Rollout of "Curtain Collect" (buy online, pick up order after the show // BOPIS) program to theaters
- Regularly partnered with CEO & EVP for show merchandise display development
- Developed, supported, and trained NYC staff (Broadway and Experience Locations)
- Covid-19 Safety Manager for NYC Broadway Teams
- Liaised between house managers, company managers, and various front of house theatre staff

**Gap, Inc.**, 55 Thomas Street, New York, NY

**2016-2020**

### Corporate Operations Supervisor

**2018-2020**

Managed all daily operations & facility needs for 3 NYC HQ buildings (Population: 1,200); including Global Events, Quarterly Brand Milestone Meeting (ex. Development Trip, Line Adoption, Franchise) setups, sample & fixture donation, inter-office Moves process and sustainability procedures.

- Collaborated with 10 cross-functional teams to develop new efficiencies & processes for operational needs for Quarterly Development Trip meetings
- Coordinated \$1.5M of product & \$73k in fixtures & misc. office supplies donated in 2019 & added 12 new non-profit organizations to the donation roster & sent donations to US National Disaster areas (including \$99k in clothing to Puerto Rico)
- Removed 3,680 lbs. in 2018 & 5,156 lbs. in 2019 from landfill by working with Research & Design's fabric waste & FabScrap Inc.
- Implemented new waste stream (compost/organics & bulk trash) systems for greener building operations, diverting food & organic waste and large office supplies, fixtures & furniture from the landfill
- Educated new employees through a bi-monthly New Employee Orientation building & facility tour

- Elected NY Chapter Chair for ASIA (Asians Supporting Inclusion & Awareness) Gap Inc. Equality & Belonging Group, May 2018. Organized & executed monthly outings & AAPI Heritage activities for NYC Gap Inc. employees to increase employee engagement & support ASIA's mission

#### **Corporate Operations Coordinator**

2016-2018

- Created new processes to streamline daily functions while managing the facilities & operations ticketing portal & 2-3 Corporate Operations staff; trained 100+ employees on how to use the portal in one-on-one sessions
- Worked directly with Corporate Operations Manager to organize & executive setups for all Global Events & Milestone meetings each Quarter
- Started partnership with Blue Jeans Go Green for all Kids/Baby denim samples & denim scrap/remnants, diverting denim waste from landfills
- Updated & streamlined the supply ordering process for the Mailroom, inter-office "Insider's Guide" & Corporate Operations Cross-Campus Policies & Procedures Guide
- Implemented a new hanger organization // storage system for 16+ teams & donated 250+ boxes of unused Kids/Baby hangers to charities

#### **Madewell, New York, NY**

2011-2016

#### **Regional Operations Coordinator/Executive Assistant to the VP of Stores, 770 HQ**

2013-2014

- Assisted in rollout of new operational systems (POS, scheduling, store-to-customer orders) to 70+ stores
- Created & maintained a new Non-Apparel & Denim selling report to drill down business in key stores
- Streamlined the organization & follow-up processes of all Field store requests
- Acted as the liaison between the Field & all Corporate Business Partners: Finance, Planning & Allocation, Accounts Payable, Store Operations & Communications, Visual Team, Merchant Team
- Provided administrative support to the VP of Stores, Regional Directors, District Managers & DMIT's
  - Daily calendar management, meeting & interview follow-up/scheduling, reporting (ex. Updating the company directory, organizational structure charts, email groups, P&L statements), management of all travel & expense reports & detailed travel agendas, catering for corporate meetings

#### **Associate Store Manager, Operations/Styling/Events/LP, 115 5<sup>th</sup> Avenue Flagship**

2011-2016

Operations/Events & Styling (06/2014 to 11/2016); Operations/Loss Prevention (09/2011 to 05/2013)

- Ensured were meeting their SPH, client and event goals by holding monthly TB's & daily coaching
- Planned & executed in-store events for Corporate generated (i.e. Spotify x Madewell, Denim Donation Drive, Hometown Heroes) and partnership shopping parties, Insider Shopping Events, Stylist Commissioned Events
- Created efficiencies for Enterprise Selling procedures in the back of house to increase online to store sales for 2015-2016
- Collaborated with overnight store rollout team to increase efficiencies & organization in back of house
- Key role in reducing shrink from .68% to .30% during 2012-2013 Fiscal Year
- Regularly lead store walkthroughs with the Company CEO, VP of Merchandising, Corporate Merchants, Regional Director, District Manager and NYC Metro Store Directors to review business, product & operations
- Achieved Bonus Plan for Fiscal Year 2014-2015, Quarter 4, Fiscal Year 2015-2016, Quarter 4 and Fiscal June 2016
- Achieved +15% sales plan for January 2012, +2% for March 2012, +3% for May 2012, +3% for June 2012, +10% for July 2012, +19.5% for April 2013
- Helped grow the store's annual volume from \$8M+ in 2011 to \$11M+ in 2016
- Created & maintained the weekly schedule for 70+ sales associates, stock/support associates and stylists
  - Created & maintained an associate availability spreadsheet for easier scheduling management
  - Implemented e-mail scheduling system for ease of communication with staff

#### **ADDITIONAL PROFESSIONAL EXPERIENCE**

Urban Outfitters, Department Manager, New York, NY	2009-2011
Urban Outfitters, Assistant Buyer, Philadelphia, PA	2008-2009
Urban Outfitters, Department Manager, Evanston, IL	2007-2008
Urban Outfitters, Department Manager, Kansas City, MO	2005-2007
Banana Republic, Associate Store Manager, Lincoln, NE	20004-2005

**VOLUNTEER EXPERIENCE**

Asian Comedy Fest – Associate Producer, Volunteer Coordinator	2023-Present
Broadway Cares/Equity Fights AIDS – Bucket Brigade, Broadway Flea Market Volunteer	03/2017-Present
NYC Huskers – Nebraska Alumni Association, Events Chair	07/2020-5/2024
Asian American Arts Alliance – Lo Hei and Costumes & Cocktails Volunteer	2/2024
God's Love We Deliver, Prep Kitchen & Delivery Volunteer	11/2016-08/2021, 10/2023-1/2024

**CERTIFICATIONS**

NYC Department of Sanitation – Trash Academy	2024
LEED Green Associate, U.S. Green Building Council	12/2020-12/2022

**EDUCATION**

University of Missouri-Columbia, Online  
Nonprofit Management Graduate Certificate

University of Nebraska-Lincoln, Lincoln, NE  
Bachelor of Science in Business Administration  
Major in Marketing-Merchandising with a minor in Human Resource Management