

VIVIAN CHEN



ABOUT ME

I've been a member of DECA since my freshman year, I am interested in the field of business, specifically investment and marketing. I want to run for regional president to broaden my experience and contribute back to a community I have been affiliated with for so long. In school I challenge myself academically with rigorous courses. I prioritize compassion, enjoy learning new things, and maintaining an optimistic attitude no matter the circumstance.

COURSES

Principles of Business A

Fall Semester 2023

Explored topics and challenges in marketing, management, entrepreneurship, business operations

Principles of Business B

Spring Semester 2024

Applications in word processing, data management, and presentation software.

Marketing Fundamentals A

Fall Semester 2024

Marketing functions including purchasing, sales, and promotion

Marketing Fundamentals B

Spring Semester 2025

Marketing, leadership and employment skills through application of marketing concepts in real world scenarios.

Management Fundamentals A

Fall Semester 2025

Overview of business management theories and activities.

Management Fundamentals B

Spring Semester 2026

Legal and ethical principles impacting businesses including contract law, liabilities, relationships, and ownership.

INTERESTS & HOBBIES

- Digital Design
- Community Service - Key Club
- Tutoring - National Honor Society
- Culinary Arts
- Literature
- Art

LEADERSHIP

2025-Present BUSINESS CLUB - PRESIDENT

2025-2026

I make presentations and lead meetings, represent and promote the club at events, reach out and coordinate with guest speakers, as well as create opportunities and activities for club members. This position has taught me how to manage my time, show initiative and exercise creativity.

2025-Present STUDENT GOVERNMENT - JUNIOR VICE PRESIDENT

2025-2026

I attend meetings, contribute to activities concerning my class, volunteer for tasks that assist with event planning, and take on any responsibilities delegated from the president. This position has taught me how to overcome challenges while adhering to deadlines.

2025-Present YP - CHIEF COORDINATOR

2025-2026

I connect with the state HSDA caucus, facilitate communication between club and state leadership, organize local events and opportunities for club members, as well as meet with state leadership in order to represent and advocate for my chapter. This position has taught me how to manage scheduling, communicate and network within organizations, report to and facilitate information between distinct leaderships.

SKILLS

- Adaptability
- Communication
- Collaboration
- Critical Thinking
- Organization
- Planning
- Problem Solving
- Time Management