



ERICA CHEN

COMMUNITY BUILDER | LEADER | PROBLEM SOLVER

I am a creator of community with six years of property operations, sales, event planning, and people management experience. Before WeWork, I was immersed in agency life, developing relationships and managing projects in e-commerce, education, banking, healthcare and military industries.

Throughout my entire career, my greatest passions are connecting people and finding solutions.

WORK EXPERIENCE

COMMUNITY MANAGER

2016 - Current

WeWork, Philadelphia, PA

Revenue

- Served as interim community manager for UMD and 1201 Wilson while managing operations-heavy 1010 Hancock Street and home of Merck and Square, 1100 Ludlow Street.
- Grew occupancy to 95% at 1430 Walnut Street within 11 months of opening building in 2017.
- Grew an occupancy of 93% by providing extraordinary hospitality with frequent NPS in-person follow-up meetings with Compass to extend commitment for 6 more months (199P) at 1601 in 2020.
- Managed operations follow-up for execution of Square deal (205P) that brought 1100 Ludlow to 70%.
- Managed opex and event spending to achieve profitability in Philadelphia for the past 3 months by strategizing quarterly plans to increase revenue and retention rates.

Member Experience

- Increased NPS results for cluster with YTD relationship results of (94) and AA (83).

People

- Interviewed, on-boarded, and trained to fill five open roles in the past year.
- Created and introduced the deck of user guides to the Mid Atlantic community to improve communication and working relationships.
- Moderates and plans CA/CL calls monthly as co-lead of the Culture Committee.
- Mentored three teammates applying for promotions where each person made it to the final round.

Highlights

- 2018 Excellence Award Winner, one of 50 from over 3,000 nominations.
- In WeOfColor, planned, executed and moderated the AAPI event featuring Netflix star and former WeWork member, Kevin Kreider in 2021.
- Served as an employee panelist to speak at the Diversity of Asian Diaspora and was interviewed for an [Ideas of We](#) article.

CONTACT

✉ erica.chen@wework.com

☎ 302-563-7654

📍 1 Christian Street, Unit 43,
Philadelphia, PA 19147

EDUCATION

BA, Mass Communication

Chinese Minor at University of
Delaware (2003-2007)

Certificate of Intrepreneurship
at E-Cornell (2020)

LINKS

www.ericacchen.com

www.linkedin.com/in/ericachen

SENIOR ACCOUNT EXECUTIVE

Tierney, Philadelphia, PA

2016

ACCOUNT EXECUTIVE

MOD Worldwide, Philadelphia, PA

2015-2016

ACCOUNT EXECUTIVE

Masterminds Agency, Philadelphia, PA

2014-2015

ACCOUNT EXECUTIVE

LivingSocial, Washington, DC

2013-2014

ACCOUNT MANAGER

LivingSocial, Washington, DC

2011-2013

MARKETING ASSOCIATE

Chronicle of Higher Education, Washington, DC

2010

- Introduced a variety of options for project management systems.

ADVERTISING TRAFFIC COORDINATOR

Bank of America, Wilmington, DE

2007-2010

- Tracked and maintained timelines for over 86K print and digital projects.
- Reviewed project requirements, set priorities, and assigned resources.

SALES ACCOUNT EXECUTIVE

College Directory Publishing, Newark, DE

2004

- Earned Top Seller Award consistently by surpassing sales quotas monthly and sold over \$26K of ad space in 3 months.

VOLUNTEER EXPERIENCE

BOARD MEMBER

Reading Terminal Market Advisory Council, Philadelphia, PA

2022-Current

MULTIPLE POSITIONS

National Association of Asian American Professionals, Philadelphia, PA

Advisor (2019-Current)

Director of Marketing (2014-2019)

- Managed content for Facebook, Twitter, Instagram and LinkedIn
- Wrote and guides dissemination of press releases.

Director of Membership (2008-2010)

- Increased membership by 80% in less than one year.
- Competed against all 25 chapters nationally and won 2010 NAAAP National Membership award.
- Created new initiatives and developed marketing to target sponsors.
- Planned and executed networking events.

COMMUNICATIONS LEAD

Asian Leadership Network at Bank of America (ECG)

2008-2010

- Led a team of five associates to advertise, document and present organization's accomplishments
- Designed and managed content for bi-annual newsletter.
- Managed web content for intranet, email communications, and Sharepoint site for over 10K associates.