

Experience

Deutsch LA — *Production Intern*

June 2023- August 2023

- Introduced to new realms of Production at the Deutsch LA office in collaboration with various Executive Producers, Senior Art Direction & Design associates, and the company's Chief Executives team
- Pioneered shadow work and projects with well-established brands including Dr. Pepper, Taco Bell, Lowe's, and Petsmart through both virtual and on-site work with Senior and Executive production team
- Developed Summer Intern Project with a team of 7 interns specializing in various departments through weekly meetings and incorporation of standard production process such as director bidding/research, timeline management, and project ideation

Footprint — *Marketing Intern*

June 2022- October 2022

- Increased audience engagement more than 40% by managing all graphic designs, conducting extensive market research, and constructing 10+ copywriting projects during the creative process for social media platforms and company website
- Collaborated with UI/UX developer and Co-Founder to meet deliverables on assigned timeline utilizing Figma for international sustainability awareness marketing campaigns released onto LinkedIn and Instagram media accounts
- Fulfilled role as liaison between 20 individuals on the creative team and company by leading with active engagement and in-depth weekly debrief on marketing roadmap and upcoming projects during team meetings

Big Horn Design — *Digital Marketing Intern*

September 2021- June 2022

- Reconstructed media presence for 3 Wyoming-based outdoor clothing brands on all social platforms with consistent day-to-day communications between brand owner clientele and assembling project deliverables at least one week in advance
- Increased audience statistics for each brand by more than 39% through continuous marketing analysis and applying industry best practices towards new marketing strategies for following posts
- Owned social media strategy across 6 channels by pushing streamlined posts 3x a week featuring brand merchandising, influencer marketing content, and upcoming events resulting in over 500 new media impressions and audience activity

Tea-Roma — *Marketing & Creative Director*

January 2021- May 2021

- Designed and launched promotional graphics for new products with the production, marketing, and business development team
- Operated social media platforms through Planoly and Canva to design audience assessments for optimal marketing strategies
- Evaluated major trends on social platforms and incorporated compelling details into campaigns to ensure stable engagement within target audience and product consumers

Organizations

Multicultural Advertising Intern Program — *2023 Fellow, selected by Deutsch LA*

March 2023- August 2023

- Formulated a mock campaign for the celebration of Disney World Park's 50th Anniversary in collaboration with a team of 6 other MAIP Fellows and listed as the Top 3 Finalist groups based off panelists from Disney Yellow Shoes and 4A's MAIP Team
- Fulfilled long-term application and selection process through a series of short essays, personalized video submissions, and interviews with renowned individuals from MAIP Alumni network

Alpha Kappa Psi — *Creative Director & Vice President of Alumni Relations*

May 2021- June 2023

- Orchestrated Spring 2022 Recruitment promotions, marketing content, and creative graphics by monitoring Creatives and Marketing committees of 20 people to ensure all projects would be presented on time with pre-scheduled timeline
- Directed all event planning coordination between current organization members and widespread network of alumni for annual Alumni Weekend in Spring 2023 by formulating appropriate budgets, location scouting, and all public events

Education

University of California, Santa Barbara

Bachelor of Arts in Sociology and Professional Writing

Expected Graduation: June 2024

GPA: 3.70

Universitat de Barcelona

Marketing & Business Administration

August 2023- December 2023

Skills & Interests

Professional: Conversation skills in English, Mandarin and Shanghai dialect, Project Management, Social Media Marketing, Copywriting

Technical: Google Suite, Microsoft Suite, iLife Suite, Figma, Canva, Adobe Photoshop