

William Lin

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Education

Baruch College, Bachelors of Arts Business Communication
Concentration: Graphic Communication

June 2019
GPA: 3.0

Creative Experience

Pvillion

May 2019–Present

Communications Intern

- Manage web assets using Squarespace to increase company marketability by demonstrating product range and volume; updated 300 visual assets and 78 text records to date
- Present 3-5 recommendations for Pvillion's digital content to company President at weekly meeting; per my recommendation, suggested partnership integrated into company's sales roadmap

Veggie Sitter

Jan 2017–Present

Founder

- Recruited 3 team members (CTO, COO, CMO) to join the Executive leadership team for an urban gardening app that assists beginner gardeners with step-by-step plant sitting
- Researched market group by interviewing 60 potential consumers within 2 months; awarded \$750 for research funding from CUNY I-Core 2019 program
- Built marketing plan based on competitor analysis of 10 companies identified with Statista

American Advertising Federation's National Student Advertising Competition

Aug 2018–Jun 2019

Creative Director

- Collaborated with 17-person to build an advertising campaign for client, Wienerschnitzel
- Designed a 30-page planbook, including 30 digital illustrations and typography, and created a 20-slide campaign deck for campaign pitch
- Set institution record for creative direction score from judges; 1 of 4 competition participants awarded an Interpublic Group Marketing scholarship for design product and team leadership

LGBT+ Student Organization: GLASS

2018–2019

President

- Launched initiative to increase club membership; 70% increase in members by spring semester 2019
- Project managed an event series celebrating LGBT+ History Month; 7 events in one month with over 28 partnering student organizations and 600 attendees across events

Events Committee Member

2014–2018

- Created 100+ promotional materials for 30 events and 2 LGBT+ inclusion initiatives presentations
- Increased newsletter subscribers from 200 to 350 and increased Facebook page followers by 40%

Experience

Chinatown Community Center

May–Aug 2017

Teacher's Aide and Social Service Preparer

- Translated lessons and materials in 3 dialects for 28 adult English language learners in ESL course
- Instructed and briefed 20 community members weekly on governmental and social service paperwork; translated and submitted over 300 applications for members in 3 months

Xi'An Famous Foods Months

May–Aug 2017

Hospitality Associate

- Provided cashier services to over 200 customers daily and maintained \$700+ cash drawer
- Oversaw front and back of house compliance according to OSHA and Food Handlers' guidelines

Awards & Memberships

CUNY Startup Accelerator Participant

2017

CUNY I-Core Graduate

2019

Matthew Shepard Foundation Scholarship

2015, 2017, 2019

Native American Asian Pacific Heritage Month Speaker for LGBT Mental Health Panel

2019

Skills

Software: Adobe Creative Suite (video editing, motion design, graphic design), Microsoft Office Suite, Sketch, Figma (UI/UX & product design)

Languages: Fluent Mandarin, Fujianese, Cantonese; Proficient Spanish