

Yuxiao Lin

310 S First St. Apt 406| Urbana, Illinois 61820| yuxiao17@illinois.edu| +86 18559103089

EDUCATION

University of Illinois at Urbana-Champaign

Bachelor of Arts in Economics

July 2022- December 2024

Minor in Business

Major GPA: 3.36/4.00

University of Massachusetts Boston

Bachelor of Arts in Management

September 2020- July 2022

Major GPA: 3.46/4.00

INTERNSHIP

A-JAZZ, INC., SHENZHEN, CHINA

July 2024- Present

INTERNSHIP on MARKETING ANALYTICS & SOCIAL MEDIA OPERATIONS

- Social Media Ops: Managed all overseas social media accounts, achieved exponential growth — TikTok grew from 0 to 4.5K followers, Instagram from 10K to 15K.
- Influencers Ops: Independently connected with 1,000+ influencers, maintaining 200+ long-term. Categorized creators by content type and successfully launched 2 viral products on TikTok.
- Conversion & ROI: Combined paid ads with influencer marketing to expand brand exposure. Drove over \$800K GMV across TikTok and the brand's website by optimizing social data and ROI.

SHENGTIAN NETWORK TECHNOLOGY CO., HUBEI, CHINA

June- July 2023

INTERNSHIP on MARKETING & DISTRIBUTION

Company specialized in Scenario-based Internet user operation platform, its network business is divided into Internet advertising, IP and game operation, game service products and game distribution.

- Evaluate products and forecast release potential, comprehensively evaluate different types of products, and forecast their market potential.
- Produce game data model forecasts to predict the user growth and revenue potential of the product.
- Gather product information and conduct marketing analysis, competitor analysis and market research.

A-JAZZ, INC., SHENZHEN, CHINA

January-August 2022

INTERNSHIP on MARKETING ANALYTICS & SOCIAL MEDIA OPERATIONS

Company specialized in the marketing of computer hardware, software, peripherals, and electronics, and developing international markets.

- Worked in the marketing department, gathering information, and participating in product marketing plans.
- Retooling the Instagram account helped the company add 5,000 followers in 6 months and helped a blogger in Southeast Asia negotiate and launch a collaboration.

LEADERSHIP

Twilight Illini Basketball Team

Champaign, Illinois

Coach

October 2022- May 2024

- Leads the team in practice every Saturday morning.
- Leading the team in 2022 UIUCCSSA basketball tournament.
- Set plans and plays for the players.

SKILLS

Languages: Chinese (Native), English (Fluent)

Microsoft Office: PowerPoint (Intermediate), Excel (Intermediate), Office (Advanced)