

# Kay Cui

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## RELEVANT EXPERIENCE

### Songtrust

Evanston, IL

*Social Media and Marketing Intern*

*January 2023 – Present*

- Optimize traffic on company websites and resources using SEO practices
- Research client database to identify collaboration opportunities and areas of improvement for the Songtrust brand
- Monitor viral trends for content creation opportunities to boost engagement on social media sites

### Niteskool Productions

Evanston, IL

*President, Manager of Niteskool Records, Artist and Repertoire Team*

*September 2020 – Present*

- Leads recruitment and project manages 20+ members across Marketing, A&R, Production, and Sound teams
- Scouts over 15 student musicians and local talent for recording label and artist development
- Promotes 9 artists through coordination of marketing campaigns, live events, and production of 3-4 videos annually

### A&O Productions

Evanston, IL

*Marketing and Media, Street Team*

*October 2020 – Present*

- Executes and plans 2-3 quarterly marketing campaigns on social media to promote events to over 8,000 students
- Directs marketing strategies and social media pushes for an organization of over 80 members
- Developed a campaign for a concert event of over 2,500 attendees that boosted Instagram engagement by 3000%

### Loughran & Co.

Chicago, IL

*Marketing Intern*

*June 2021 – August 2021*

- Wrote posts and newsletters for client social media and email marketing to boost engagement and subscriptions
- Researched competitor growth and activity on various social media platforms such as Instagram and TikTok
- Designed and implemented three-month social media and email marketing campaigns to augment sales conversions
- Pitched innovative launches for Funny Water™ brand activation events to build brand voice and exposure

### Patch Media

New York, NY

*Social Media Intern*

*June 2020 – September 2020*

- Managed content and designs for social media including Instagram and Facebook to boost engagement
- Conducted analysis of 8+ competing media networks to enhance company outreach strategies using CrowdTangle
- Analyzed alternative platforms such as TikTok to make an informed decision on the effectiveness of launching new accounts to increase engagement and exposure

### Vitamin K

Chicago, IL

*Freelance DJ*

*January 2022 – Present*

- Curate setlists with different genres catered to various audiences at bars and nightclubs in Chicagoland area
- Opened as a DJ in Chicagoland venues to crowds of up to 2,600 people for talent such as Flo Milli and Aminé
- Play on-campus events such as fashion shows, art showcases, and formals, each with over 100 people in attendance

## EDUCATION

### Northwestern University

Evanston, IL

#### School of Communications

Expected Graduation June 2023

*Bachelor of Arts in **Communication Studies**, Minor in **Business**, **Music Technology**, and **Integrated Marketing***

Cumulative GPA: 3.96/4.0

Selected Courses: Consumer Insight, Music Technology, Strategic Marketing, Visual Communications

Activities: Soul4Real A Cappella, Niteskool Productions, A&O Productions, DJing, Intramural Sports

## ADDITIONAL INFORMATION

**Skills/Interests:** Microsoft and Google Suites, Logic Pro, Photography, Graphic Design, Multitasking, Fan engagement

**Languages:** Working proficiency in French and Mandarin, elementary proficiency in ASL

**Certificates:** Introduction to Music Business from BerkleeX, CITI: Social Science and Behavioral Science Research