

Kay Cui

kaycui@u.northwestern.edu ▪ (908) 938-9223 ▪ [linkedin.com/in/kay-cui](https://www.linkedin.com/in/kay-cui)

RELEVANT EXPERIENCE

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

ADDITIONAL EXPERIENCE

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

Riddle & Bloom

Chicago, IL

Xfinity On Campus Ambassador

September 2021 – November 2021

- Drove over 60 weekly student authentications for Xfinity on Campus and HBO Max through personal promotion
- Leveraged social media impressions and engagement to elevate brand awareness among over 8,000 students

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, Recording Techniques, Music Technology, Strategic Marketing, Accounting

Activities: Soul4Real A Cappella, Niteskool Productions, A&O Productions, 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