CHEECHEE LIN

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University of California, Los Angeles 2017 | Communications with Computing | Dean's List
London School of Economics 2014 | Study Abroad | Marketing and Management | GPA 4.0

EXPERIENCE

Optimization Consultant Intern
Adobe
Jun 2016 - Sep 2016

Strategized and implemented data driven approaches through A/B tests and multi-variate tests on Fortune 500 client sites. Developed wireframes, conceptualized web experience redesigns and banner messaging for high profile clients.

Product Management Intern
Belkin Inc.
Jun 2015 - Sep 2015

Delivered 6 keyboard products through working closely with engineering and design teams. Defined product requirements, analyzed competitive landscape, and created official sales presentation for keyboard releases globally.

Content Creator & Writer
UCLA Anderson MarComm
Sep 2014 - Present

Created content for blogs.anderson.ucla.edu, the official blog for the business school with a readership of 500+ views per day. Interviewed and profiled students, faculty, and alumni, covered events, and pitched stories to UCLA Anderson.

Campus Editor
LinkedIn
Nov 2015 - Present

Created, curated, and discovered #StudentVoices on LinkedIn's Pulse Platform as part of LinkedIn's inaugural Campus Editor class. Held workshops for student groups, edited drafts, and pitched ideas to fellow students.

Campus Representative
Apple
Jan 2015 - Jun 2015

Advised, educated, and resolved issues for students, alumni, and faculty on Apple products through office hours and workshops. Increased MacBook sales for the UCLA computer store substantially.

PROJECTS

User Experience Research
UCLA Internet Research Incubator
Sep 2016 - Present

Earned a grant of 15K as one of twelve UCLA students to pursue interdisciplinary, revolutionary research on the Internet. Specific research project focused on user experience in the mobile e-commerce space.

Pizza Hut UX and Market Strategy
Bruin AdTeam
Sep 2014 - Aug 2015

Won first place in Southern California regionals. Conducted user experience research on Pizza Hut site to increase website purchase conversion rate. Identified Pizza Hut's main customers segments and developed targeting strategy.

LEADERSHIP

UCLA Marketing Director
Association of Computing Machinery
Jun 2016 - Present

Serve as the marketing director for the largest community of computer science students in the Los Angeles area. Expand outreach efforts through 2016 rebranding, weekly newsletters, hackathons, and workshops.

Residential Assistant
UCLA ResLife
Aug 2015 - Jun 2016

Developed community conducive fr academic success and personal growth for 62 first and second year residents. Hosted large scale events for the Canyon Point residential community of 500 students.

PROFESSIONAL SKILLS

TECHNICAL SKILLS
DESIGN SOFTWARE
AUDIO TECHNOLOGY
LANGUAGES

HTML/CSS/JS, PHP, C++, Python, Google Analytics, Adobe Marketing Cloud, PSA
Sketch, InVision, Adobe Creative Cloud (Xd, Photoshop, Illustrator, InDesign)
Logic ProX, Sibelius
Native in Mandarin Chinese (fluent read-write-speak)