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| EDUCATION | UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Emphasis in Marketing, May 2025 <ul style="list-style-type: none">• GPA: 3.80/4.00, Susan B. Meyer Scholarship Recipient, James B. Angell Scholar• Minors: UX/UI Design, Asian Languages and Culture• Activities: Emma Bowen Foundation, Exposure Productions, Michigan Badminton Club | Ann Arbor, MI |
| EXPERIENCE 2024-Present | OUTFRONT MEDIA Marketing Intern <ul style="list-style-type: none">• Designed over 40 content materials using Adobe InDesign and PowerPoint tailored to different products and client needs to effectively drive sales and communicate value propositions• Analyzed data on Scarborough to pull relevant research on audience demographics and optimal ad placements to maximize reach and engagement for clients' campaigns• Wrote testimonials, blogs, social media copy, and video scripts that showcased successful campaigns and highlighted impactful results to build credibility and attract new clients• Presented weekly to over 20 account executives and senior leaders, showcasing newly developed marketing content to support sales meetings and close deals | New York, NY |
| 2023 | INFORMA Marketing Intern <ul style="list-style-type: none">• Managed and curated content for 6 social media accounts across 2 different brands, meticulously filtering relevant materials to ensure consistent community engagement and brand presence; resulted in 15,000+ new followers and 30% increase in follower interactions• Conducted market research and competitor analysis to identify optimal acquisition & retention strategies for The Market Research Event; presented a comprehensive final presentation to VP of Marketing, resulted in initiation of new digital marketing campaign• Authored informative blog posts for Content Marketing World, leveraging effective storytelling and engaging writing techniques to drive increased readership; resulted in 25% increase in website traffic and 20% reduction in bounce rates | New York, NY |
| 2023 | MICHIGAN ADVERTISING & MARKETING Project Manager <ul style="list-style-type: none">• Led a team of 3 market researchers and 2 creative designers to produce high-quality creative campaign work for client, leveraging social media marketing, SWOT analyses, and surveys; enhanced client business performance and drove sales up by 15%• Orchestrated marketing case competition alongside 3 team members; successfully recruited and managed relations with 4 professional judges; launched and crafted compelling social media graphics to drive interest and engagement, resulted in turnout of over 100 participants | Ann Arbor, MI |
| 2023 | ENTERTAINMENT AND MEDIA CLUB VP External <ul style="list-style-type: none">• Organized professional trek for 30 members by negotiating and connecting with 10+ industry professionals at media, entertainment and talent companies; planned alumni panels and networking sessions, leading to increased accessibility to careers in media and entertainment• Cultivated connections with 3 other media and entertainment clubs on campus, fostering collaboration and led the creation of a successful professional panel that facilitated knowledge exchange and provided insights on careers within media and entertainment for 50+ students | Ann Arbor, MI |
| 2022-2023 | PHI GAMMA NU PROFESSIONAL BUSINESS FRATERNITY Marketing Chair <ul style="list-style-type: none">• Designed social media graphics and fraternity culture video using Adobe Suite to establish fraternity's brand identity and expand brand awareness; resulted in 20% increase in applicant numbers and video accumulated over 20,000 views across various platforms• Spearheaded website redesign by executing 10 usability tests and conducting interviews with brothers to identify pain points, ensuring design accounted for disabilities and impairments; resulted in more accessible website and expansion of fraternity's digital presence | Ann Arbor, MI |
| ADDITIONAL | <ul style="list-style-type: none">• Skills: Python, HTML, CSS, Figma, Adobe Suite, Microsoft Office Suite, Scarborough, SEO• Ranked #1 in the nation for Junior Competitive Badminton and represented US 4x• Studied abroad at NTU in Taipei, Taiwan and Bocconi University in Milan, Italy | |