Lillian Ye

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WORK EXPERIENCE

Warner Bros. Discovery (Global Media and Entertainment Company) Los Angeles, CA
Senior Sales Analyst May 2023 – October 2025
- Strengthened box office performance reporting across 80+ international markets, driving sales alignment by 20% through meticulous validation processes
- Designed predictive forecasting models with 75%+ accuracy, directly shaping release window strategies and optimizing distribution communications
- Synthesized market performance data into executive-ready insights and filmmaker decks, informing campaign positioning and high-stakes decision-making
- Integrated and standardized reporting frameworks to resolve data discrepancies and improve operational visibility across analytics teams

Team SoloMid (eSports Startup) Los Angeles, CA
Global Sales Strategy Analyst June 2022 – November 2022
- Built strategic sales narratives and product positioning for 6-7 figure brand partnerships by translating platform insights and audience segmentation
- Drove campaign execution across creative, strategy, and data teams to ensure alignment with sponsorship objectives and seasonal initiatives
- Secured $350k in new business by orchestrating winning RFP strategies and delivering high-impact pitch presentations
- Boosted social engagement by 25% by analyzing platform-specific performance data and adjusting targeting strategies across 3 global campaigns

Bank of America (Commercial and Investment Bank) Los Angeles, CA
Wealth and Asset Management Analyst June 2021 – June 2022
- Advised high net worth and institutional clients by assessing current investments and cash flow trends to develop strategic portfolio recommendations for long-term financial growth
- Demonstrated expertise in wealth management, investments, banking products, relationship building, and digital capabilities in financial advisor conferences and internal planning sessions

Bank of America (Commercial and Investment Bank) Los Angeles, CA
Consumer Investments Summer Analyst June 2020 – August 2020
- Conceptualized a market survey and designed a mock investment platform that allows young investors ages 17-24 to manage a hypothetical, goal-based portfolio to increase financial proficiency
- Researched BofA's broad suite of financial products across retail and business banking to match different client needs

KettleSpace (Coworking Space Marketplace) New York, NY
Operations Intern June 2019 – August 2019
- Launched event management platform to refine contract playbooks and invoicing processes, increasing profitability by 37%
- Analyzed member churn data to optimize customer feedback system and improve data collection methods

Sonder (Rental Property Leasing Platform) San Francisco, CA
Operations Intern December 2018 – February 2019
- Designed and implemented an operations team expansion plan that improved the quality and efficiency of hiring strategy
- Streamlined the hiring pipeline by 30% by screening and interviewing 1,500+ candidates and implementing process enhancements to improve service quality

EDUCATION

University of Southern California, Marshall School of Business May 2021
Bachelor of Science in Business Administration, Minor in Applied Analytics GPA: 3.5
Extracurriculars: Taiwanese American Organization (VP of Sponsorship and Finance), Chinese American Student Association (Director of Events and Membership), and Delta Phi Kappa Sorority (Director of Fundraising and Social Chair)

SKILLS AND INTERESTS

Skills: Data Analytics (Tableau, SQL, SAP HANA, Excel), Market Research (YouGov, Blinkfire), Customer Relationship Management (Hubspot), Event Planning (TripleSeat), Design (Adobe Photoshop, Canva), Python, Mandarin
Interests: Content creation, photography, fashion, design, painting, community service, foreign languages, and travel