

Lillian Ye

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WORK EXPERIENCE

Warner Bros. Discovery (Global Media and Entertainment Company) <i>Senior Sales Analyst</i>	Los Angeles, CA May 2023 – October 2025
<ul style="list-style-type: none">Strengthened box office performance reporting across 80+ international markets, driving sales alignment by 20% through meticulous validation processesDesigned predictive forecasting models with 75%+ accuracy, directly shaping release window strategies and optimizing distribution communicationsSynthesized market performance data into executive-ready insights and filmmaker decks, informing campaign positioning and high-stakes decision-makingIntegrated and standardized reporting frameworks to resolve data discrepancies and improve operational visibility across analytics teams	
Team SoloMid (eSports Startup) <i>Global Sales Strategy Analyst</i>	Los Angeles, CA June 2022 – November 2022
<ul style="list-style-type: none">Built strategic sales narratives and product positioning for 6-7 figure brand partnerships by translating platform insights and audience segmentationDrove campaign execution across creative, strategy, and data teams to ensure alignment with sponsorship objectives and seasonal initiativesSecured \$350k in new business by orchestrating winning RFP strategies and delivering high-impact pitch presentationsBoosted 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) <i>Wealth and Asset Management Analyst</i>	Los Angeles, CA June 2021 – June 2022
<ul style="list-style-type: none">Advised high net worth and institutional clients by assessing current investments and cash flow trends to develop strategic portfolio recommendations for long-term financial growthDemonstrated 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) <i>Consumer Investments Summer Analyst</i>	Los Angeles, CA June 2020 – August 2020
<ul style="list-style-type: none">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 proficiencyResearched BofA's broad suite of financial products across retail and business banking to match different client needs	
KettleSpace (Coworking Space Marketplace) <i>Operations Intern</i>	New York, NY June 2019 – August 2019
<ul style="list-style-type: none">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) <i>Operations Intern</i>	San Francisco, CA December 2018 – February 2019
<ul style="list-style-type: none">Designed and implemented an operations team expansion plan that improved the quality and efficiency of hiring strategyStreamlined 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 <i>Bachelor of Science in Business Administration, Minor in Applied Analytics</i>	May 2021 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: Partner relationship management, sponsorship strategy, brief development (objectives, pitch decks, KPIs), campaign and activation planning, cross-functional management (timelines, deliverables), audience insights (YouGov, trend research), performance reporting (Tableau, SQL, Excel), AI tools (Claude, ChatGPT), HubSpot, Notion, Canva, Photoshop
Interests: Global consumer and culture trends, brand storytelling, creator ecosystem, pop culture, brand integrations, short-form content creation (5 years, 100+ brands), community building, fashion, travel