

Lillian Ye

Lillian.ye21@gmail.com • (201) 486-9296 • Los Angeles, CA • [Linkedin.com/in/lillian-ye/](https://www.linkedin.com/in/lillian-ye/)

WORK EXPERIENCE

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| 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

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| 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

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| Skills: Influencer affiliate + creator partnerships (sourcing, on-boarding, negotiation), performance reporting (Tableau, SQL, Excel), social analytics (YouGov, trend research), AI tools (Notion AI, Gemini), HubSpot, Canva, Photoshop |
| Interests: Creator commerce, affiliate ecosystems, storytelling in tech + AI, UGC and short-form content creation (3 yrs, 50+ brands), platform trends, content strategy, community building, photography, fashion, travel |