

# Lin Fan

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## EDUCATION

### University of Washington

2016-2019

Bachelor of Arts in Communication

Major: Communication

GPA: 3.66/4.0

## INTERNSHIP EXPERIENCE

### SouthLake Inc.

Boston, US

Marketing Coordinator

December 2019 - Present

- Posted and managed 5 promotional campaigns on social media including Facebook, Instagram, Pinterest, and Etsy with a budget of \$1000 to increase follower base by 200 per month
- Monitored online trends regarding gifts by utilizing tools (Google Analytics), channels (website and social media audit), and targeted strategies to ensure a high acceptance rate of campaigns and to enhance brand awareness by 200% on social media, online retail stores, and wholesale
- Led a team of 6 to create digital content and list 100+ products across all marketplaces

### Grebstad Hicks Communication LTD

Shanghai, China

Assistant Executive

June 2018 - September 2018

- Organized pitch decks and meeting minutes for 25 internal meetings
- Supported sales team effectively and efficiently by trimming provided marketing items to senior management
- Designed automating data extraction process in English to improve the efficiency of monthly report updates
- Led a team of 10 to write and translate proposal and other documents for press release
- Planned press conference and tours for VisitFinland, and held promotional events such as liquor show and luncheon parties

### Jiaxing Municipal Office of Finance Service

Jiaxing, China

Marketing Analyst Intern

July 2017 - September 2017

- Developed new policies to enhance efficiency for SMEs to acquire funding from international investment companies
- Conducted STP analysis for 50+ customers utilizing Google Analytics to develop Gant chart for designing marketing campaign and measuring results
- Organized 20 meetings with investors to track the workflow of current projects and collaborated with startups to acquire financial reports to be analyzed
- Led more than 6 startups to receive funding from government and international investing companies in total worth of ¥ 1.35 billion

### Winsun Imp & Exp. Group LTD

Jiaxing, China

Global Export Operation Intern

June 2015 - August 2015

- Performed 20+ weekly quality inspections on industrial process systems to identify the existence of defects to ensure the success of shipment
- Communicated with 15 international companies through various communication channels to help clarify meeting objectives
- Interpreted all conversations simultaneously during video conferences to mediate discussions

## SKILLS

Computer: HTML, CSS, Javascript, JQuery, Google Analytics; Google Ads certified

Language: Bilingual in English and Mandarin

## ACHIEVEMENTS

Annual Dean's List, University of Washington; 2017-2018, 2018-2019

OnGoing: University of Washington Full Slack Coding Bootcamp 2021-now

**REFERENCES:** Available on request