



NINA LIN

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Experience

- 07/2019 - Current
Curacity
New York, NY
Chief of Staff to CEO and President
 - Project manager lead for an omni-channel revenue initiative aimed to track the downstream revenue that hotels can benefit through influencer marketing.
 - Responsible for sourcing, onboarding and tracking the performance of 1,300+ influencers.
 - Provided a bridge communication between influencers and product team to better align project timelines and overall corporate OKRs.
 - Responsible in designing the creative content including banner ads, website creation and newsletters with an outreach of 3.5K monthly.
 - Led the development of a 12-page market research regarding consumer travel sentiments before and after COVID-19, reaching 200K+ audience.
- 09/2016 - 05/2019
SRI-RICE
Ithaca, NY
Project Manager
 - Oversaw the \$6K data migration from reference manager Mendeley to Zotero.
 - Responsible for curating artifacts including research articles, video files and news reports regarding System of Rice Intensification (SRI) from 60+ countries.
 - Established communication channels for sales team to reach out to initial publishers to purchase latest research studies on outdated materials.
 - Led the design of the new SRI-RICE webpage and increasing website traffic by about 32 percent.
 - Mentored junior members on how to bring in 3000+ additional research artifacts to the Mendeley research database.
- 01/2018 - 05/2019
Cornell University
Ithaca, NY
Teaching Assistant
 - Independently supervised classes of 20-30 Cornell students during weekly discussions and office hours.
 - Planned and created educational materials including weekly presentations, online homework and project guidelines.
- 05/2018 - 08/2018
Curology
San Francisco, CA
Brand Marketing Intern
 - Created and analyzed new paid marketing campaigns on Facebook, Snapchat and Spotify, increasing company expose to 4,000+ new social media influencers.
 - Designed, developed, and tested the "Patient Stories" campaign to improve 5,000+ patient engagement.
 - Spearheaded the #treatyoskin campaign, including planning a launch party and organizing photoshoots.

Skills

- Product Marketing
- Project Management
- Agile Environment
- HTML/CSS/JavaScript
- Graphic Design
- Adobe Creative Cloud
- Sketch
- Organizational Skills
- Analytical Skills
- Microsoft Office Suite
- Technology Troubleshooting
- Marketing Campaigns

Education

- 08/2015 - 05/2019
Ithaca, NY
Bachelor of Arts in Information Science: User Experience and Digital Culture & Production
Cornell University