NINA LIN

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Experience

Segal Savad	**Senior Project Manager, Strategic Initiatives| 07/2021-Present**
New York, NY	**Project Manager	09/2020-07/2021**

- Promoted within one year due to strong technical and UX /UI acumen. Took on more strategic initiatives, managing UX strategy and long-term business roadmaps.
- Led a cross-functional team of UX designers, developers, and communications stakeholders, through Agile methodology, to deliver a $650,000 investor portal for a global investment firm, streamlining their materials workflow and increasing investor participation.
- Drove discovery, built out product roadmap and sprint cycles, and created UX process artifacts for a $2M+ SharePoint-based Intranet, reaching an audience of ~1,800 employees.
- Oversaw 11 art directors and freelancers for the completion of 330+ digital marketing projects for 20+ Fortune 500 clients across varying industries.

Curacity	**Chief of Staff to CEO and President	07/2019 – 09/2020**
New York, NY	

- Conducted daily SCRUM meetings with 3 remote developers to develop and maintain an Influencer hotel booking platform, automating application process by ~63%.
- Project lead for an omni-channel revenue initiative and worked closely with ~200 hotel partners to define each influencer partnership, including key objectives and timing.
- Liaised with 1,300+ influencers and provided quality assurance to ensure deliverables are met to client's standards, increasing client retention rate to 90%.

SRI-RICE	**Project Manager	09/2016 - 05/2019**
Ithaca, NY	

- Oversaw the data migration from reference manager Mendeley to Zotero, tracking against a ~$6K budget.
- Led the design and content strategy of the new Drupal based SRI-RICE webpage, increasing website traffic by ~32%.
- Managed a team of ~7 interns to obtain 3,000+ additional System of Rice Intensification (SRI) research artifacts from 60+ countries.

Curology	**Brand Marketing Intern	05/2018 - 08/2018**
San Francisco, CA	

- 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 the launch and organizing photoshoots.

Education

08/2015-05/2019	**Cornell University**
Ithaca, NY	B.A. Information Science: User Experience and Digital Culture & Production
	Business Minor

Skills, Projects & Interests

Skills: Agile Methodology, Asana/JIRA/Trello, Graphic Design, Adobe CC, HTML/CSS/JavaScript, PHP/Python, Marketing Campaigns, Web Design, Microsoft Office, Google Suite, Technology Troubleshooting, Data Analytics, UX/UI Design

Projects: *SRI-RICE Web Design-* a research repository built around a Drupal CMS, *Curacity Rebranding-* a full rip and replace of Curacity's branding to align with a new product launch, *Breakfree Web Design-* a full stack dance club website designed using HTML/CSS and PHP/SQL backend, *BizBuzz Application-* a conceptual app design to connect local business owners in Ithaca

Interests: Hiking, Cooking, Traveling, Rock Climbing, Bodybuilding, Bullet Journaling, Sketching, Interior Design