



# NINA LIN

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## Experience

09/2020 - Current

Segal Savad  
New York, NY

### Project Manager

- Utilize Kanban framework to execute digital marketing projects for 20+ clients across varying industries.
- Act as the primary contact between internal creative team, vendors, and external clients to communicate strategy, project scope and feedback.
- Oversee 11 art directors and freelancers for the completion of 100+ on time and under budget projects.
- Review all deliverables and provide proofreading and quality assurance before presenting to clients.

07/2019 – 09/2020

Curacity  
New York, NY

### Chief of Staff to CEO and President

- 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 to ensure deliverables are met to client's standards, increasing client retention rate to 90%.
- Led weekly C-Suite and team meetings and daily Scrum standups with developers to better align on project timelines and progress towards overall corporate OKRs.
- Designed creative content including banner ads, paid media campaigns on Instagram and Facebook, website creation and newsletters with an outreach of 4K monthly.

09/2016 - 05/2019

SRI-RICE  
Ithaca, NY

### Project Manager

- Oversaw the data migration from reference manager Mendeley to Zotero, tracking against a ~\$6K budget.
- Managed a team of ~7 interns to obtain 3000+ additional System of Rice Intensification (SRI) research artifacts from 60+ countries.
- Led the design and content strategy of the new SRI-RICE webpage, increasing website traffic by ~32%.
- Supported digital marketing and event planning needs for monthly international conferences and seminars.

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 exposure 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.

## Skills

- Agile Methodology
- HTML/CSS/JavaScript
- Organizational Skills
- Asana/JIRA/Trello
- Graphic Design
- Adobe Creative Cloud
- Marketing Campaigns
- Web Design
- Data Analytics
- Microsoft Office Suite
- Google Suite
- Technology Troubleshooting

## Education

08/2015 - 05/2019

Ithaca, NY

**Bachelor of Arts** in Information Science: User Experience and Digital Culture & Production  
Cornell University