



# NINA LIN

ninalin.business@gmail.com | 609-254-5199 | New York, NY

## 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.
  - Designed the creative content including banner ads, paid media campaigns on Instagram and Facebook, website creation and newsletters with an outreach of 4K 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communication channels for sales team to reach out to initial publishers to purchase latest research studies on outdated materials.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 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 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