

Yilin Lu

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EDUCATION BACKGROUND

University of Southern California, Annenberg School for Communication and Journalism Est. May 2027
Major: Public Relations and Advertising (MA)

Boston University, College of Communication Sept. 2021-May 2025
Major: Public Relations (BS)/ **Minor:** Business Administration and Management (BSBA)

INTERNSHIP

Account Executive --- PRLab Boston University, Spikewell Boston, MA 01/2025-05/2025

- Developed and execute strategic initiatives to enhance Spikewell's visibility in the competitive healthcare technology market, implement targeted communication plans to effectively engage with key media outlets and industry stakeholders.
- Produced 4 social media graphics and 1 short-form videos in Canva, increasing engagement by 216.34%.
- Pitched newsworthy content to journalists and industry media to increase brand awareness and secure media coverage.

Marketing and Project Operations Intern --- Baidu, Inc. Beijing, China 09/2024-12/2024

- Planning and promoting the Baidu-NVIDIA Intelligent Agent Competition and Baidu World 2024, reaching more than 10,000 participants and 4,000 entries. Create communication and marketing plans regarding application in different industries, enhancing the recognition of AI intelligent agent.
- Achieving 30,000+ peak views per post during the campaign period. Led brand communication efforts, including campaign planning, media execution, and user engagement, to enhance ERNIE Bot's visibility and AI technology promotion.

Market and Business Analytics Consulting Intern --- KPMG Consulting Beijing, China 07/2024-09/2024

- Conducted research through desk research, online forums, social media and surveys to analyze customers' feedback on the after-sales service of new energy vehicle companies in China.
- Completed a detailed Customer Journey Map by collaborating with customer teams and coordinating cross-departmental opinions, providing reliable data support for the after-sales service planning of the upcoming new energy vehicles.
- Optimized store inventory data using Microsoft Excel VLOOKUP and Pivot Table, reducing discrepancies by 20% and enhancing decision-making efficiency.

Branding strategy and Business Analytics Intern --- Beats by Dre Los Angeles, CA 01/2023-03/2023

- Identified consumer trends among GenZ and analyzed their needs and demands in the headphone market.
- Explored the headphone market by comparing Beats with its competitors like Sony and Bose through SWOT analysis.
- Created quantifiable survey questions and recorded the sentiments of GenZ towards Beats on social media platforms.

EXTRACURRICULAR ACTIVITY

TOP 100 awards, L'Oréal Brandstorm 2024 09/2024-12/2024

- Provided suggestions for innovating the hair products, such as combining the products with AI and VR, and wrote marketing plans based on the target audience and application scenarios;
- Led the team to edit marketing short videos through tools of Adobe Premiere and Adobe Photoshop.

Vice Director of Marketing, Boston University Global China Connection Student Association 09/2021-12/2022

- Coordinated project workflows across four marketing sub-teams, managed weekly meeting notes, content calendar, and event planning documents
- Launched @bu.gcc Instagram page with refreshed branding materials for overall club identity, leading to 180 followers and 900+ average accounts reached.

SKILLS

Language: Chinese (Native), English (TOEFL:111), Korean (Fluent)

Software: Canva, Adobe Photoshop, Illustrator, Adobe Premiere Pro, JavaScript, AI related design apps, Microsoft excel