

CHRISTY LIN

STUDENT



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bychristylin.com

EDUCATION

MACAULAY HONORS AT BARUCH COLLEGE

B.B.A. in Digital Marketing | Minor in Interdisciplinary Studies in New York City

NEW YORK, NY

May 2023

- GPA: 3.7/4.0 | Dean's List
- Relevant Courses: Internet Marketing, Market Research, Consumer Behavior, Web Analytics, Text Analytics

BRONX HIGH SCHOOL OF SCIENCE

Advanced Honors High School Diploma

BRONX, NY

Jun 2019

- GPA: 3.9/4.0

EXPERIENCE

UNILEVER

eCommerce Marketing Intern

NEW YORK, NY

May 2022 – Aug 2022

- Presented to various directors to explore potential strategies to grow the baby personal care in eCommerce by \$1b+
- Strategized different brand initiatives to increase market share by 6% by analyzing competitors and current market trends
- Mapped the ecomm baby landscape to make recommendations to grow UL by \$50M+ by analyzing OCR and IRI data

KAGESCLUB

Marketing Intern

NEW YORK, NY

Oct 2021 – Jan 2022

- Designed graphics using Photoshop and Canva to connect and engage with potential clients on social media platforms
- Researched various influencers and their markets to better connect with targeted audience to increase online outreach
- Developed different potential designs for future products as well as creating technical packets to aid manufacturers

LISTENFIRST MEDIA

Marketing Intern

NEW YORK, NY

Jun 2021 – Aug 2021

- Conducted competitive analysis by doing market research to create battlecards to increase sales team efficiency by 10%
- Analyzed and mapped different market trends for brand's social media marketing in the streaming industry like Netflix
- Incorporated visual digital content by converting reports to a visual platform using Turtl to increase engagement by 40%

ACTIVITIES

MARKETERS OF BARUCH

Executive Vice President

NEW YORK, NY

Jun 2021 - Jun 2022

- Lead the rebranding of Discord server (150+ members) to create a community by introducing casual hangouts, qotds, etc.
- Assist in managing the board by creating a work environment of growth and communication through weekly meetings
- Facilitate the execution of marketing, interviews, logistics, registration, databases, activities for events, etc.

Vice President of Marketing

Jun 2020 – Jun 2021

- Designed graphics and theme appropriate for the club's image to effectively target audience, increasing following by 200
- Launched different content strategies such as #MOBMonday to increase engagement by 200% through social media
- Managed two committees with 18 members to increase outreach by assigning projects and hosting marketing workshops

INSTAGRAM INFLUENCER

Artist

NEW YORK, NY

Aug 2015 – Present

- Manage an account with 12,000+ followers and maintain a sticker shop with 100+ sales by understanding market trends
- Utilize analytics to understand demographics resulting in 275,000+ impressions and 5,000+ profile visits weekly
- Coordinate with 20+ commissioners regarding their wants and effectively communicate to ensure customer satisfaction

SKILLS & INTEREST

- **Certifications:** Gold Award, MOBster Program, Google Analytics for Beginners, Marketing Edge Collegiate Summit Online
- **Software:** Adobe Suite (Photoshop CS5, Photoshop CC2020, Premiere, Lightroom), Paint Tool SAI, iMovie, Microsoft Suite (Word, Excel, Powerpoint), Turtl, SEMrush, Notion, Canva, ListenFirst Platform, Turing, PowerBI
- **Interests:** Dogs, True Crime, Painting, Digital Illustration, Cooking, Korean Food, Makeup, Weightlifting