

# CHANG LIN

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## EDUCATION

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**University of Wisconsin-Madison | Bachelor of Arts - Journalism**

**September 2021 - May 2024**

- GPA: 3.986/4.0
- Majors:
  - Journalism and Mass Communication,
  - Communication Arts - Radio, TV, and Film.
- Minors/Certificates:
  - Business - Marketing,
  - Entrepreneurship,
  - Digital Media Analytics.
- Honors/Awards:
  - UW-Madison L&S Dean's List, Fall 2021-Spring 2024,
  - UW-Madison Undergraduate Scholarship, Summer 2023.
- Relevant Coursework:
  - Advertising and Consumer Behavior; Digital Media Analysis, Visualization, and Strategies; Marketing Management; Organizational/Entrepreneurial Management; Film and Media Theory and Production.

## WORK EXPERIENCE

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**Wisconsin Union Theatre | Madison, WI**

**January 2024 - May 2024**

Marketing Intern

- Conducted a social media audit comparing engagement metrics and posting strategies of local competitors, leading to actionable insights that doubled WUT's post frequency and improved content effectiveness.
- Developed and executed comprehensive marketing strategies and individual event plans featuring increased Instagram Reels, behind-the-scenes content, artist collaborations, and Q&A sessions, which boosted engagement and followers on Instagram and Facebook and achieved 20% overall social media audience growth.
- Monitored performance with Google Analytics and Sprout Social, optimized mobile website functionality, improved the user interface for easier ticket purchasing, and targeted users aged 18-24 through SEO keyword enhancements, achieving a 23% increase in student ticket sales by the end of the season.

**Zhong Ke Zhi Yuan Education Institution | Fujian, China**

**May 2023 - September 2023**

Social Media Marketing Assistant

- Collaborated directly with the startup owner to design and implement a content plan, increasing brand awareness, and generating around 35% growth in inquiries about services offered within 3 months.
- Developed and executed a social media strategy for an education startup focused on children with developmental disabilities, increasing audience engagement by about 40% and growing subscribers by about 25%.
- Created and posted over 15 educational posts and 10 informative videos showcasing classes, field trips, and services offered, resulting in a 33% rise in content views and a 20.5% increase in user interactions in average.

**Mango Excellent Media | Hunan, China**

**June 2022 - September 2022**

Casting & Influencer Marketing Intern

- Initiated brand partnership outreach efforts, crafting pitch emails to establish new influencer collaborations.
- Managed a portfolio of over 20 influencers, ensuring contracts were up-to-date and overseeing collaborations that led to a 10% increase in brand partnerships conversion rate.
- Optimized influencer engagement strategies by analyzing content across multiple platforms, focusing on enhancing appeal to multicultural audiences, resulting in increased profile exposure and fan engagement.
- Created and analyzed monthly performance reports for company social media accounts, driving engagement through creative content and data-driven strategies to strengthen online presence.

## LEADERSHIP & INVOLVEMENT EXPERIENCE

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**Mood, Inc/Madtown Green | Madison, WI**

**March 2024 - August 2024**

Market Research Assistant

- Collaborating with Professor Michael Williams and his team on an entrepreneurial project to launch a subscription-based gummy product in Madison and statewide, driving product expansion efforts.
- Conducted in-depth market research to identify key target audience segments, improving product positioning and customer outreach strategies. Researched local regulations and conducted SWOT analysis, uncovering unique selling propositions and market opportunities for strategic growth.
- Performed competitor analysis to determine optimal packaging, pricing, and distribution channels, ensuring competitive positioning in the marketplace.

## LEADERSHIP & INVOLVEMENT EXPERIENCE

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### **Barrique Bistro & Wine Bar | Madison, WI**

**September 2023 – December 2023**

Creative Director & Social Media Strategist

- Directed the design and layout of a 100-page digital media campaign book. Established comprehensive design guidelines, developed apparel designs, and created a media kit to support brand consistency.
- Collaborated with a team of 8 to develop a holistic digital media strategy, enhancing the brand's social media presence and driving increased wine sales and event bookings. Strategies included SEO optimization, website UI/UX improvements, social media persona development, and email marketing.
- Created an in-depth feature story highlighting the business owner's journey, using interactive storytelling and multimedia video content to enrich social media presence. Developed a seasonal content strategy focusing on promotions, wine and whiskey offerings, and community events, increasing engagement by 25% through the use of multimedia, influencer partnerships, and user-generated content.

### **UW-Madison Office of Sustainability | Madison, WI**

**September 2023 – December 2023**

Social Media Content Creator

- Designed and created Meta posts, videos, and carousel ads to promote the Office of Sustainability's original podcast channel, resulting in an increase in traffic and new listeners from social media to the podcast platform.
- Monitored and managed ad campaigns through Meta Ads, optimizing campaign performance and ensuring targeted outreach to key audience segments. Utilized A/B testing to evaluate the best-performing text and image combinations, improving ad campaign effectiveness and increasing click-through rates and user engagement.
- Analyzed ad performance data at the end of the ads campaign, identifying the most effective ad formats (video) and platforms (Instagram), which provided actionable insights for optimizing the next ad campaign's strategy.

### **Chinese Student and Scholars Association | UW-Madison | Madison, WI**

**September 2021 – May 2024**

Chair of Multi-Media Department

- Led a team of 30 to script, shoot, and edit 15 promotional videos for social media platforms each semester, increasing CSSA's Instagram and WeChat followers to over 5,000. Managed video content for each event and maintained an active social media presence with 2-3 updates per month to sustain engagement.
- Led the organization of a regional Basketball Tournament featuring 8 university teams, managing event logistics and securing financial sponsorship worth \$3,000 to cover event expenses.
- Spearheaded collaboration efforts with local businesses, successfully negotiating partnerships that resulted in \$8,000 in funding for the Chinese Spring Festival Gala. Directed the event's media coverage, including producing a high-quality documentary video that captured key moments and highlighted the cultural importance of the celebration.

## SKILLS & CERTIFICATES

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### **Marketing/Advertising:**

- Analytics and Tools: Google Analytics, HubSpot, Hootsuite;
- Paid Acquisition: Meta Ads, Google AdWords, Meta Ads, LinkedIn Ads;
- Related Skills: SEO/SEM, A/B Testing (optimizely), Email Marketing.

### **Film Production/Photography:**

- Scriptwriting: Celtx, Shot Designer;
- Cinematography/Filming: Camera Operation, Adobe Lightroom;
- Editing: Adobe Suite (Premiere Pro, Audition), DaVinci Resolve.

### **Web Building/Design:**

- Platforms: WordPress, Wix, Adobe Dreamweaver;
- Languages: HTML and CSS.

### **Graphic Design:**

- Adobe Suite (Photoshop, InDesign, Illustrator), Canva

### **Data Analysis/Visualization:**

- Tools and Languages: Tableau, R, MRI-Simmons Insights, Microsoft Excel, Google Data Studio
- Skills: Data Cleaning and Preparation, Statistical/Financial Analysis, Data/Text Mining, Tabular Data Visualization, Sentiment Analysis.

### **Certificates:**

- *Google Ads Display Certification*
- *Google Ads Search Certification*
- *Google Analytics Certification*
- *Hootsuite Social Media Marketing Certification*
- *HubSpot Academy Content Marketing Certification*
- *LinkedIn Learning Essential Training:*
  - *UX Design*
  - *WordPress*
  - *Adobe Premiere Pro*
- *Coursera MOOC:*
  - *Northwestern University: Content, Advertising & Social IMC*
  - *Meta Data Analyst Professional Certificate*