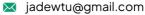


# github.com/jade2u





#### **WORK EXPERIENCE**

# **Bleecker Street Media** — Creative Marketing Intern

OCTOBER 2024 - DECEMBER 2024

- Designed still and video visual assets supporting the marketing campaigns of 3 films
- Pitched, edited, and wrote copy for TikTok and Reels content, garnering over 400k views total
- Directed research initiatives on Threads and Bluesky and brainstormed actionable marketing strategies based on insights

# **NYU Berkley Center** — Student Assistant

JUNE 2022 - AUGUST 2023

- Collaborated with cross-functional teams to execute 4 digital marketing campaigns supporting over 20 startups
- Oversaw content curation, copyediting, and distribution of weekly email newsletter using Mailchimp
- Collected and analyzed social engagement data using off and on-platform data tools to track campaign performance

# Sabai Design — Marketing Intern

JUNE 2022 - AUGUST 2022

- Created original TikTok and Reels content, building average growths of ~500% in views and ~300% in engagement
- Interpreted Google Analytics KPIs and on-platform data tools to identify performance trends and propose possible causes
- Researched, pitched, and developed 5+ content ideas weekly by leveraging relevant trends, news, and influencers

## Oscar de la Renta — Graphic Design Intern

JANUARY 2021 - MAY 2021

- Scouted locations, built pitch decks, and assisted on-site production of 3 photoshoots
- Organized content calendars and developed social assets
- Streamlined e-commerce/digital production by organizing and updating large file archives using WeTransfer, DropBox, and Mac OS

#### **FREELANCE**

# WHAT A SHAME! by Hyejin — Product Manager

JANUARY 2023 - MAY 2023

- Led merchandise design, production, and distribution for 3 products supporting artist Hyejin's WHAT A SHAME! EP (10M+ streams)
- Oversaw Shopify store's integration with streaming profiles, inventory management, and overall buyer experience
- Liaised between multiple contractors to communicate upcoming deadlines, technical issues, and solutions

#### **EDUCATION**

# **New York University**

BFA in Interactive Media Arts

2021-2025

- Focus in Business of Entertainment, Media, and Technology
- GPA: 3.7
- Relevant Courses: Entertainment & Media Industries, Digital Business Strategies, Basics of Music Licensing, Web Design, Storytelling for Project Development

#### **AWARDS**

#### NYU Global Game Jam

2nd Place | 2025 | Best Game Design

#### HackNYU Mini Hackathon

1st Place | 2023 | Gaming

## Dean's List

2023 & 2024 | Academic Achievement

#### **TOOLS & SKILLS**

### **Tools**

Adobe Creative Suite, Figma, Mailchimp, Sprout Social, Shopify, Microsoft Office, Google Suite, Google Analytics

# Skills

Graphic Design, Presentation Design, Web Design, Typography, Image Retouching, Video Editing

#### **Skills**

Market Research, User Research, Trend Analysis, Performance Analysis, Social Media Management, File Management

# Code

HTML/CSS, Javascript, Python, C++, Git