




Jade Tu

Graphic Design | Digital Marketing

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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