

# Yanlin Zhu

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Los Angeles

## EDUCATION

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**University of Southern California**  
*Master of Arts in Public Relations and Advertising*

Aug. 2024-Current  
Los Angeles, CA, USA

**University of California, San Diego**  
*Bachelor of Arts in Communication*

Sept. 2020-Jun. 2023  
La Jolla, CA, USA

## PROFESSIONAL EXPERIENCE

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**University of Southern California**  
*Annenberg Development and Alumni Relations Student Intern*

Jan. 2025-Present  
Los Angeles

- Draft, edit and proofread content for various types of communication materials, such as the Dean's thank you notes and scholarship reports;
- Conduct targeted online research and draft comprehensive briefing materials to support alumni engagement;
- Update and maintain donor records in the central database, Salesforce, ensuring accurate and up-to-date data for engagement initiatives.

**Dayu Media Group**  
*Marketing Associate*

Jul. 2023-Aug. 24  
Chengdu, Sichuan, China+Remote

- Wrote, edited, and published articles for WeChat Official Account, covering the company news;
- Designed and implemented marketing campaigns aligned with current trends and market insights, driving one client's sales to ¥100 million;
- Led Dayu to win awards of "High quality Outdoor Advertising Media", "Urban Landmark Advertising Media", and "Yishilu (2023) China's Best Outdoor Advertising" during 2023 China Outdoor Advertising Forum.

**Chengdu Advertising Association**  
*Marketing Associate*

Jun. 2024-Aug. 2024  
Chengdu, Sichuan, China

- Wrote, edited, and published articles for WeChat Official Account, covering updates in the advertising industry;
- Managed and optimized WeChat Mini Program, supporting member companies and The Second Chengdu Advertising Association Cup Games;
- Directed and executed the preparation of The Second Chengdu Advertising Association Cup Games, overseeing logistics, scheduling, and team coordination.

**American Red Cross**  
*Fundraising Programs and Segment Strategy Team Internship*

Mar. 2024-May. 2024  
Remote

- Researched and reviewed external sources and studies to strengthen donor relationships and drive higher donation contributions;
- Supported Chairman's Council Celebration event via Salesforce;
- Conducted interviews and case studies on International Services.

## EXTRACURRICULAR/ADDITIONAL EXPERIENCE

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**The Borgen Project**  
*Project Ambassador*

Nov.2023 – Feb.2024  
Remote

- Lobbied, fundraised and mobilized people to contact political leaders to address global poverty issues;
- Designed and implement social media campaigns and media outreach.

## SKILLS

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Technical: Microsoft Office; Google Workplace.  
Database: Salesforce.

Design: Canva; Avery; Adobe Premiere Pro.  
Data mining: Orange3.