

Willa (Wei-Ru) Lin

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EDUCATION

New York University | New York, NY | B.S. Media, Culture, and Communication; Minor: Web Programming & Applications
Honors: Magna Cum Laude, Dean's List (2019-2022)
Coursework: Advertising & Marketing, Business in Media, Media & Identity, Global Media Seminar, Web Development & Programming
Sep 2019 – Dec 2022
GPA: 3.91

PROFESSIONAL EXPERIENCE

NYU Steinhardt Applied Psychology | New York, NY | Digital Media Assistant

- Designed the NYU Quality Undergraduate Education and Scholarly Training (QUEST) Summer 2021 and 2022 journal using Adobe software and Canva, incorporating digital accessibility across all content and promoting works from underrepresented students of color. Sep – Dec 2022 (Oct 2021 – Jan 2022)
- Analyzed and reported user demographics on the official Twitter account through Microsoft Excel to increase audience reach and improve follower engagement.

Condé Nast | Taipei, Taiwan | Marketing and Brand Communication Intern

- Delivered sales pitch to high-end suppliers and sourced niche local business products by incorporating market trend analysis through consumer observation to showcase brand personality, improve consumer loyalty, and increase retention rate in VIP subscription services. Jun – Aug 2022
- Pitched ideas to promote the first GQ Style Fest by conducting surveys and interviews as market research and targeting on college communities to reach 5000+ ticket sales and meeting monthly KPI.
- Copy-edited brand stories by polishing the writing style and launching it onto the official website through Copilot.

Consultant and Private Tutor

- Established 40+ original English teaching materials (fundamentals of grammar, literature analysis, verbal exercises, and creative/ analytical composition) for 1-on-1 private lessons (age of students from 11 to 20). Apr 2021 – Aug 2022

NYU Entrepreneurial Institute | New York, NY | Marketing Lead for the 10th Annual Entrepreneurship Festival

- Implemented Design Thinking and UI/UX design processes, including intuitive navigation, call to action buttons for RSVP, and responsive web design, on the official website created through WIX to offer users a better experience and increase ticket registration. Jun - Oct 2021
- Managed all social media handles from editing content with Adobe After Effects and Photoshop to outlining an elaborate posting schedule on Hootsuite for young entrepreneurs to stay engaged with the event and promote brand communication.

Raytek Semiconductor | Hsinchu, Taiwan | Event Coordinator

- Developed a creative menu from traditional Taiwanese ingredients and collaborated with local Hakka individuals to cater food and design a venue for the company's cultural-sharing month event. Jun – Jul 2020
- Introduced original cultural activities to facilitate cross-department team bonding (80 attendees) and led a team of five from consolidating budgetary plans and promotional posters to arranging event facilities.

LEADERSHIP & ACTIVITIES

NYU Generasian | New York, NY | Layout Designer

- Designed semester-long Asian American student magazine utilizing InDesign and assists the layout department in ideating and coordinating feedback on the publication. Sep 2021 – Dec 2022

NYU Taiwanese American Student Society (TASS) | New York, NY | Social Team Director

- Coordinated off-campus events for 3-day recruitment and team bonding to promote Taiwanese culture and create a sense of community away from home. Sep 2019 – May 2022
- Mentored incoming executive members to foster deep relationships and be the resource for advisory consultations.

Varsity Swim Team | Hsinchu, Taiwan | Captain

- Led practices, inspected performance for varsity qualifications, and directed academic assistance program to maintain academic and extracurricular balance. Sep 2017 – May 2019

SKILLS

- Software: MS Office, G Suite, Canva, Photoshop/ Illustrator/ InDesign/ After Effects, iMovie
- Programming Languages: HTML/ CSS, Python, JavaScript
- Fluent** in English, Mandarin Chinese; **Limited Working Proficiency** in Japanese; **Elementary Proficiency** in French