

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
Dean's List (2019-2022) Dec 2022
Relevant Coursework: Global Media Seminar, Advertising & Marketing, Business in Media, Web Development & Programming GPA: 3.93

PROFESSIONAL EXPERIENCE

NYU Steinhardt Applied Psychology | New York, NY | Digital Media Assistant Oct 2021 – Present

- Conceptualizes and designs graphics and motion effects for NYU QUEST and Applied Psychology Undergraduate program using Canva, InDesign, Photoshop, and After Effects.

Condé Nast | Taipei, Taiwan | Marketing and Brand Communication Intern Jun – Aug 2022

- Assisted in managing Vogue and GQ's top 5% client by organizing VIP-exclusive monthly events and designing invitations utilizing Canva and Adobe Illustrator.
- Coordinated with Michelin-recommended restaurants and planned event logistics for the first GQ Style Fest event (5000+ attendees).

NYU Entrepreneurial Institute | New York, NY | Marketing Student Lead Jun - Oct 2021

- Organized the 10th Annual Entrepreneurship Festival (1000 attendees) by inviting guests to share entrepreneurship experiences and creating networking panels for start-up candidates.
- Managed social media accounts, official website development (WIX), and video editing for festival marketing campaigns.

UniSTutor | Taipei, Taiwan | University Applications and English Tutor Apr – Aug 2021

- Assisted students with English grammar, conversation skills, writing techniques, and college consulting
- Brainstormed and critiqued college application essays for achieving better college application results.

Raytek Semiconductor | Hsinchu, Taiwan | Event Coordinate Intern Jun – Jul 2020

- Coordinated company annual event (80 attendees) from consolidating budgetary plans and promotional posters to arranging event facilities ultimately to satisfy client needs.

LEADERSHIP & ACTIVITIES

NYU Generasian | New York, NY | Layout Designer Sep 2021 – Present

- Designs semester-long NYU's Asian American student magazine utilizing InDesign.
- Assists the layout department to ideate and coordinate feedback on the publication.

Taiwanese American Student Society (TASS) | New York, NY | Social Team Director Sep 2019 – May 2022

- Facilitated off-campus events for recruitment and team bonding to promote Taiwanese culture and create a sense of community away from home.

PAS Model United Nations | Hsinchu, Taiwan | Executive Administrative Head Sep 2017 – May 2019

- Arranged model UN conferences in Taiwan (200 people), coordinating with local vendors and school administration and facilitating conference flow.

PAS Student Council | Hsinchu, Taiwan | Social Coordinator Head/ Former Secretary Sep 2017 – May 2019

- Delegated jobs across five departments for on-campus events (300 attendees) and ensured project deliverables were punctual and exceed expectations.

Varsity Swim Team | Hsinchu, Taiwan | Captain Sep 2017 – May 2019

- Assisted coaches in leading weekly team practices, inspected performance for varsity qualifications, and arranged local and international competitions.

SKILLS

- Proficient in MS Office, G Suite, Canva, Photoshop/ Illustrator/ InDesign/ After Effects, iMovie, HTML/ CSS
- Fluent in English, Mandarin Chinese; Limited Working Proficiency in Japanese