

LIN ZENG

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Summary

Motivated professional offering BBA degree in Strategic Design and Management program at Parsons. Adds value to any organization in need of great collaboration, interpersonal, and multitasking abilities. Eager to be talented brand marketing executive with demonstrated record of success in marketing management and campaign development.

Skills

- Strategy Development
- Social Media Management
- Event Coordination
- Data Tracking and Trend Analysis
- Working Collaboratively
- Research Proficiency

Experience

- 06/2021 - 08/2021 **Public Relations Intern**
ACTIVATION Group
Shanghai
 - Collaborated with teams to generate ideas and assist with creating experiential marketing programs to connect brands with consumers.
 - Researched and developed creative content for corporate websites to promote brand in market.
 - Analyzed web traffic for performance and practiced search engine optimization to maximize efforts in creating brand awareness.
 - Created and maintained marketing reports to detail commercial market trends.
 - Gathered competitor data, analyzing pricing, product sales and marketing strategies.
- 01/2021 - 03/2021 **Digital Marketing Intern**
Clarins
Shanghai
 - Completed in-depth analyses of competitor ad, keyword, bids and landing page activities.
 - Prepared marketing materials and presentations for prospective clients.
 - Monitored social media for trending news, ideas, and feedback.
 - Communicated with all counter leaders in China and designing monthly shop window pictures of Clarins nationwide and poster publicity pictures of specific holidays.
- 09/2020 - 12/2020 **Brand Marketing Intern**
Pernod Ricard
Shanghai
 - Promoted branding initiatives by implementing effective marketing and PR campaigns.
 - Measured marketing, advertising, and communications program performance and developed strategy.
 - Outlined research findings in detailed documentation to support decision making by project managers, clients and other marketing team members.
 - Assisted the brand activities related to PO, Payment and other financial work.

Education and Training

- Expected in 05/2022
New York, NY **BBA** in Strategic Design And Management
Parsons The New School For Design

Additional Information

- Digital Skill: Powerpoint (proficient), Excel (proficient), Photoshop/Premiere/ Indesign (basic)
- Languages: English (fluent), Mandarin (native)
- Interests: Fashion styling, Makeup, Photograph
- Personality: Ambitious, Dependable, Outgoing