

ANGELA LIN

NYC/NJ

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www.angela-lin.com

PLATFORMS

- Asana
- Attentive
- Aspire
- Canva
- Drift
- Google Suite
- Klaviyo
- LTK
- Mailchimp
- Meta Business Suite
- Microsoft Powerpoint + Word + Excel
- Quickbooks
- Salesforce
- ShopMy
- Shopify
- Sprout
- Trello
- Zoho
- 460

SKILLS

- Brand Design
- Communication
- Email Marketing
- Influencer Marketing
- Content Creation

SOCIAL MEDIA

- Facebook
- Instagram
- Later
- Pinterest
- TikTok
- Twitter/X
- UNUM

ADOBE

- Acrobat
- AfterEffects
- Bridge
- Illustrator
- InDesign
- Lightroom
- Photoshop
- Rush
- XD

LANGUAGES

- Fluent Mandarin

WORK EXPERIENCE

Pepper Remote Part Time April 2024- Present

Social Media Associate

- Create and manage Pepper's Instagram Story program with at least 3 IG Story series per week (IBTC roundups, Press Highlights, Fit Guides, Ambassador, Perks Program etc.)
- Review weekly TikToks created by contractors and share bi-weekly trend reports featuring trending videos, current events, and hashtags from Creator Insight Search.
- Swiftly develop briefs for each Instagram posting from Evergreen IG Posts, IG Carousels, to IG Reels and IG Stories to provide clear direction to in-house graphic designers for each design need and manage timelines accordingly.
- Analyze monthly social media analytics (Instagram & TikTok) to provide insights on new findings to use in future posts and share important findings with the company.
- Posting content on a daily basis or scheduling content via Later on a cadence of 1 post per day on Instagram and TikTok
- Strategically plan new monthly product launches according to tier level of the launch. Showcasing new ideas and creative ways to engage our audience.
- Engage directly with followers by crafting go-to-social media responses that feel tailored, fresh and original to build a connection with our online community.

Rare Global Remote Sept 2022 - Feb 2024

Jr. Talent Manager and Campaign Manager

- Coordinated 250 influencer campaigns, handling negotiations and execution, resulting in a notable 55% increase in campaign turnover and a 4% boost in revenue from 2022 to 2023.
- Successfully spearheaded negotiations for 4 clients, securing deals with renowned brands such as Canon, Lexus, Disney, Visa, Abercrombie, Dior Beauty, Dyson, AG1, Betterhelp, and Uber.
- Coordinated ad hoc projects such as NYFW invites, Morgan Riddles' Wimbledon TV Series, NY Times Photoshoot, GOTG Juicy Couture x Red Robins, Paula's Choice x Morgan Riddle Tennis Event, Jenn Im's Fable Collection, etc.
- Maintained a 360 collaborative management style, serving personalized development plans and campaign management.
- Executed weekly brand outreach initiatives for clients, resulting in a remarkable 3% increase in revenue in 2023.
- Created and managed daily schedules, travel itineraries, photoshoot run of shows for each client
- Analyzed yearly R+D metrics, gifting and events reports and accounts receivable reports to present recommendations for improvements in each quarter to the CEO.
- Streamlined content creation by crafting clear and concise talent briefs for each campaign.
- Managed campaign timelines, gifting opportunities, and events for 8 clients, ensuring timely submission and completion across NYC and LA.
- Managed the payments team: implementing prompt payment follow-ups and troubleshooting any issues leading to a significant 30% increase in timely payments, approving monthly payouts and invoices via Quickbooks to ensure accurate financial record-keeping.

Wolven Los Angeles, CA Sept 2021- July 2022

Marketing Coordinator and Graphic Designer

- Acted as a liaison for 4 external agencies and maintained constant communication (PR, Paid Ads, Email Marketing, and Affiliate).
- Developed, launched, and approved monthly influencer seeding to 40 influencers to increase organic presence on social media using Impact for affiliate links .
- Executed Facebook, TikTok, and Google search ads from creative brainstorming, and keyword research, to analytical reporting (ROAS, CPC, CTR while maintaining at least a 2 ROAS).
- Designed all email and SMS marketing strategies using Adobe Photoshop, Klaviyo, and Attentive (SMS) to increase monthly sales by 10% through weekly SMS, email flows, and email campaigns.

EDUCATION

Northeastern University, D'Amore-McKim School of Business Boston, MA

Bachelor of Science Degree in Business Administration and Design

Concentration: Marketing and Graphic Design GPA: 3.7/4.0