

## ANGELA LIN

NYC/NJ

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(PW:angexlaaa)

### PLATFORMS

- Attentive
- Basic HTML/CSS
- Canva
- Delighted
- Drift
- Facebook Ads Manager
- Google Ads
- Google Suite
- Iterable
- Klaviyo
- LTK
- Microsoft Powerpoint
- Microsoft Word
- Okendo
- Quickbooks
- Salesforce
- Shopify
- Sprout
- Trello
- Tik Tok Ads Manager
- Zoho
- 460

### SKILLS

- A/B Testing
- Brand Design
- Communication
- Email Marketing
- Media Buying
- Photography / Photo Editing
- Problem Solving

### SOCIAL MEDIA

- Facebook
- Instagram
- Later
- Pinterest
- Tik Tok
- Twitter/X
- WordPress
- UNUM

### ADOBE

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

### 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

### WORK EXPERIENCE

Rare Global Remote Nov 2023 - Present

#### Jr. Talent Manager

- Continue my work as a Campaign Manager for all my clients
- Spearhead negotiations for 3 clients to secure brand deals
- Redline and execute contracts for 4 clients
- Lead the payments team ensuring payment follow ups and monthly payouts are timely while troubleshooting any issues
- Work with clients to improve their organic content and suggest content ideas
- Attend events and photoshoots with clients to make lasting relationships
- Work alongside PR teams for 3 clients to coordinate PR articles and videos
- Onboarded LTK for all clients at Rare Global and the main point of contact for LTK

Rare Global Los Angeles, CA Sept 2022 - Nov 2023

#### Campaign Manager

- Manage campaigns, calendars, and deal flow for 8 clients
- Coordinated 207 influencer campaigns successfully from negotiation to execution this term
- Maintain weekly and mass monthly outreach for each client
- Facilitate content creation by making talent briefs that are easy to understand for each campaign
- Assist Talent Managers to ensure contracts and negotiations are completed
- Stay within mutually agreed timelines and advocate for clients while sticking to the contract
- Create invoices and track payments for each client to ensure payments are on time
- Develop meaningful relationships with agents, brands, PR within the influencer industry
- Research and recognize upcoming influencers, trends, and social media updates

Wolven Los Angeles, CA Sept 2021- July 2022

#### Marketing Coordinator and Graphic Designer

- Compiled weekly reporting on Retention Data, Press Highlights, Paid Ads Analytics and Online Sales
- Efficiently facilitated 4 external agencies and maintained constant communication (PR, Paid Ads, Email Marketing, and Affiliate)
- Led and produced content for all social media channels and marketing initiatives
- Planned and executed our monthly marketing calendar based on inventory demand, seasonal trends, and sustainable holidays
- Conducted daily influencer outreach for giftings and paid influencer campaigns
- Developed all email and SMS marketing using Adobe Photoshop, Klaviyo and Attentive (SMS) and analyzed its performance through CTR and conversions.
- Planned out our Instagram feed 2 weeks in advance on UNUM while keeping up with marketing trends
- Executed Facebook, Tik Tok, and Google search ads from creative brainstorm, keyword research, to analytical reporting (ROAS, CPC, CTR while maintaining at least a 2 ROAS)
- Remodeled the website to reflect new branding and updated the site on a weekly basis to be in line with marketing initiatives using Shopify

Smol Bunny Studios Remote Aug 2020 - Present

#### Freelance

- Work with clients across multiple industries while maintaining a balance of creative initiative and strategic planning to bring the client's vision to action
- Strategize, execute, and analyze across all respective social media platforms
- Draft Instagram Posts, IG Stories, Tweets, TikToks and Slide decks using Adobe Illustrator, Indesign, and Canva

**ANGELA LIN**

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Hi there,

I'm Angela. I am expected to graduate from Northeastern University in August 2021. I am looking for a full time opportunity for September 2021. As a marketing and design major, I am particularly interested in brand design, marketing material, illustrations, photography, and more.

The most impactful work I've created was BUJO and Ellen's Kitchen. I designed Bujo for a class that had me first create a personality book to figure out my core attributes. I had so much fun making a story to describe myself. From there I learned more about my preferences, things that made me happy, and how appreciative I am for my family and friends. This inspired me to create Bujo. The idea came together because for a few years I've kept up with a classic hand-drawn bullet journal. This takes a lot of dedication and time. I noted from the personality book that while I enjoy being organized, hardworking and serious in a way, I like to relax by drawing while reflecting on my day. My friends and family have always enjoyed looking at my bullet journal. During the start of quarantine, I purchased an iPad. I wanted to try digital art on Procreate as well as use it to take notes. I looked on the market for any bullet journalling apps so I could stop using so much paper. Unfortunately, I could not find any. I gave up the idea at the time but when this class gave me an opportunity to create something of my own I jumped. The whole app design is based on my favorite colors, minimalistic style, modern and sleek design. Using my favorite typeface Avenir, I created Bujol This was a 2-month project for class alongside a lot of mini-projects so it's a little hard to estimate the time it took.

Ellen's kitchen was a small side project that I find super meaningful. It was a Christmas present for my mom. She is an amazing cook and has been wanting a website to showcase her dishes for awhile. I took this opportunity to create a tiny brand for her. She is still learning to work on the website but she was so happy about it on Christmas Day.

I chose to do design because I grew up watching my mom as a fashion designer. Her work in adobe was a little different with pattern making, clothing mock-ups, and textile work, I was still in awe of the creations she magically made. As a kid, I was always the person with animated Power-Points and color-coordinated pens. I was also captivated by the artwork done in cartoons and anime. I continued to keep drawing and eventually, it turned into digital design.

I am very passionate about branding. As a marketing and design student, it is so important for brands to have a cohesive brand identity in order to be memorable or stand a chance in the competitive market. I want to learn from designers in the industry and their thought processes. Also, to teach me a trick or two. Watching others work has always lunged me to new levels so I think learning in an agency environment would do the same.

Hope to speak with you soon. Please check out my portfolio for some of my work. (angela-lin.com) Thank you!

Best,  
Angela Lin