

# Zihan (Lisa) Yu

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## EDUCATION

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**Northwestern University**, Evanston, IL Expected July 2025  
*Master of Science in Communication Custom Leadership*

**Northeastern University**, Boston, MA May 2024  
*Bachelor of Arts in Communications Studies and Sociology*

## PROFESSIONAL EXPERIENCE

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**Marketing Specialist** May 2024 – Sept 2024  
*Marchoose* Remote

- Conducted digital marketing content analysis, collaborating with product and merchandising teams to improve rankings, resulting in a top 15 Amazon ranking within 3 months.
- Supported cross-channel digital marketing efforts including A/B testing and content strategy, resulting in a 300% surge in TikTok Shop sales.
- Tracked high-traffic search terms using Google Analytics, developed targeted content strategies, and executed on-page SEO optimization, leading the Shopify website's organic traffic to rise by 40%.
- Led an influencer affiliate marketing outreach campaign through demographic analysis, resulting in 30+ collaborations and over 500 orders from a single campaign.

**Account Executive Intern** May 2023 – Aug 2023  
*McCann Worldgroup | L'Oréal Beauty Team* Shanghai, China

- Analyzed digital marketing performance and identified user-generated content opportunities, resulting in a 50% increase in TikTok live stream conversion rates.
- Facilitated the launch of 5 new products by refining marketing strategies, resulting in a surge of organic UGC and an average of 10,000 sales per product on e-commerce channels.
- Coordinated with production houses, PR teams, and clients using Microsoft Project to develop 8 point-of-sale display posters and TVCs, ensuring strategic alignment and timely launch across 300 local stores.
- Synthesized data-driven marketing research into actionable campaign proposals, ensuring successful implementation with client goals, achieving a 20% increase in campaign effectiveness.

**Communication Advocacy Intern** Sept 2022 – Feb 2023  
*Sexual Violence Prevention Association* Boston, MA

- Managed multi-channel posts using Meta Business Suite, resulting in a 10+ week streak of follower growth and averaging an increase of 3 direct messages per day.
- Developed an Instagram boosting strategy and guided poster graphics design by conducting interest mapping, increasing Instagram Story views from single digits to over 200.
- Published 5 blog posts with the advocacy team, utilizing Google Ads campaigns to drive up to 300 daily website visits.

**E-Commerce Promotion Intern** May 2021 – Aug 2021  
*GroupM | Unite Food & Refreshment Team* Shanghai, China

- Visualized campaign performance data using Excel, tracked key performance metrics to identified areas for budget optimization, resulting in a 15% cost-per-click reduction.
- Implemented media plans across 3+ e-commerce platforms, optimizing ad placements to maximize ROI, achieving a 10% increase in conversion rates for Wall's ice cream product.
- Compiled competitive analysis reports to identify market trends, contributed to a successful celebrity endorsement in TV shows, resulting in a 30% organic awareness increase for newly launched products.

## SKILL

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**Technical Skills:** SEO & SEM, Microsoft Suit (Excel, Power BI, PowerPoint), Google Workspace (Analytics, Ads), Social Media Management (Instagram, Facebook, Twitter, YouTube)

**Soft Skills:** Strategic Planning, Data Visualization, Project Execution

**Personal Competencies:** Cross-function Communication, Multitasking, Critical Thinking, Adaptability