

工作经历

NIO 蔚来汽车

上海, 中国

品牌传播实习生; 整合营销组

2022年10月至2023年3月

【异业合作】参与 NIO X 流浪地球 2 品牌合作, 整合各部门资源, 协助营销方案策划、提案、执行全流程工作。最终品牌总曝光量达 7370w+, 拉新转化率环比前期增加 53%

【节庆营销】参与品牌节庆与大事件营销, 基于社会洞察与竞品案例分析策划与落地营销方案与线下活动, 输出品牌价值观。负责明星及 KOC 提报, 对接供应商并协助 TVC 脚本输出与拍摄

【用户研究】协助品牌针对用户形象 IP 传播策略的迭代, 参与规划用户形象传播全年计划。负责研究与分析业内外案例动态, 搭建 SOP 与传播矩阵

DDB 恒美广告

纽约, 美国

市场营销实习生; 市场传播组

2022年1月至2022年5月

【内容运营】负责 DDB 官网网页运营, 撰写新闻板块文案与图片设计。独立负责全球及北美区营销邮件及 DE&I 资讯编写, 协助各节点营销方案上线及传播

【行业分析】独立负责广告行业市场动态收集与分析, 从品牌定位、市场背景、行业趋势、竞争格局、业内外反馈与展望等角度产出洞察

雪城大学文理学院国际生学术办公室

雪城, 美国

办公室助理; 传播负责人

2020年1月至2022年5月

【项目管理】深度参与学院 Peer Mentor 项目筹备、面试、落地。协调各部门资源, 主导项目活动策划及执行。负责各领域专家邀约与对接, 赋能学院国际学生社区发展

【传播运营】从 0 到 1 搭建办公室社媒平台并开放社群, 发布 100+ 社交媒体内容并撰写周报。负责运营微信及 Whatsapp 社群, 吸引近 1000 人加入社群

现代传播集团

上海, 中国

市场实习生

2019年5月至2019年7月

【内容运营】负责 "ArtCalendar" 软件及 "艺旅会 TheCultivist" 公众号内容撰写, 日均 8-10 篇

项目经历

难民与移民赋权 NGO (客户执行)

雪城, 美国

策划、分析、提案针对知名度提升的年度营销方案; 设计定量及定性研究, 分析目标群体及竞品, 最终整合并制作营销方案的战略策划书

艾弗森艺术馆 (新媒体运营)

雪城, 美国

使用 Social Studio 监控媒体提及及市场趋势, 绘制用户画像并分析, 全渠道策划及投放营销方案

教育背景

南加州大学 | 硕士

传媒管理

2023年8月至2025年5月

雪城大学 | 本科

公共关系; 心理学

2018年8月至2022年5月

GPA: 3.85/4.00

专业技能

英文 (托福 108, 写作 28) 及中文 (普通话)

Microsoft Office Suite 熟练; Adobe Creative Cloud (PS,PR,ID) 熟练

游戏经历

射击类: Splatoon、守望先锋

RPG: 原神、光遇

女性向: 光与夜之恋、恋与深空



Jalynn
Zhang

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Professional Experience

NIO Inc. (Automobile)

Shanghai, China

Brand Communications Intern, IMC

October 2022 - March 2023

- Deeply participated in NIO X The Wandering Earth II Campaign, assisted the whole process of planning, proposal, and implementation. Integrated resources and released content on all POC. The exposure value reached 7,370w+, CVR of acquisition increased by 53% month-on-month
- Deeply participated in marketing campaign planning of festivals and corporate milestones. Exported brand values based on competitive research and case analysis. Assist the selection of KOLs and KOCs, TVC storyboards creation and shooting
- Assisted the rebranding of User Image IP, conducted industry research and case studies, built SOP and marcomms matrix, participated in the annual plan of user image campaign

DDB Worldwide Communications Group LLC.

New York, NY

Marketing Assistant Intern, MarComms

January 2022 - May 2022

- Partnered with the Comms team to implement regional press and marketing campaigns, including web pages, marketing emails, advertising
- Presented insights with 20+ deck to analyze the positioning, marketing strategies, branding schemes and developing trends of innovative network Accentune Song rebranding

NGO - Refugee and Immigrant Self-Empowerment (IMC Campaign)

Syracuse, NY

Account Executive

August 2021 - December 2021

- Conducted industry research and analyzed macro market environment by Google Analytics and Social Studio
- Delved into target markets and users' behaviors by focus group and online surveys, and made integrated marketing schemes with a 50+ page campaign book

Public Relations Writing for a Digital World Course

Syracuse, NY

New Media Operation

January 2021 - May 2021

- Made online and offline marketing campaigns to attract the young generation (Gen Z) for Everson Museum of Arts Developed a 20+ page social media plan

International Student Success, Advising Office

Syracuse, NY

Office Assistant - Director of Communications

January 2020 - May 2022

- Developed cross-channels digital content on Instagram, Facebook, LinkedIn and Youtube, gained 150+ followers
- Launched Peer Mentor Program and assist it on a daily basis

Modern Media Co., Ltd. (The Cultivist)

Shanghai, China

Marketing & Content Operation Intern

May 2019 - July 2019

- Operated the Art Calendar APP and updated its content with 7+ articles/ day
- Made online market- ing promotion and communications for the Cultivist and Art Calendar

Education

University of Southern California

Master of Communication Management: Communication Management (May 2025)

Syracuse University

Bachelor of Arts: Public Relations; Psychology (May 2022)

GPA: 3.85/4.00

Skills

- Fluent Mandarin and English (TOEFL 108, Writing 28);
- Microsoft Office Suite; Adobe Creative Cloud (PS, PR, ID)

Game Experience

Shooter Games: Splatoon, Overwatch 2

RPG: Genshin Impact, Sky: Children of the Light