

# Valerie Yin

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## Educational Background

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### Boston University

2020-2024

- GPA 3.82/4.0, Dual Degree in Advertising and Film & TV

## Experience

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### Social Touch (Chinese 4A) – Account Executive Intern

2023/05-08

- **Data Analysis:** Conducted preliminary project research and transformed content based on client briefs and sales data. Curated comprehensive brand background information, including brand introductions, audience insights, market and competitor analyses. Contributed to the final pitch proposal for P&G Clearblue project.
- **Creative Planning:** Managed content creation during project execution. Scripted video inserts for SK-II's collaboration with a popular reality show, generated Weibo trending hashtags, handled crisis communication, dispelled rumors related to SK-II's nuclear contamination incident, and composed microblog content for KOLs.
- **Project Review:** Participated in post-project analysis for the Korean Mise-en-scene brand campaign. Compiled a comprehensive review and extracted insights from various data dimensions, including platform engagement data and KOL placement data.
- **Account Executive:** Engaged with various resource channels, including brand clients, media outlets, and influencer databases during the execution of projects for Kleenex, Korean Mise-en-scene, and Chinese healthcare brand Tangchen Beijian. Contributed to pitch, media research, platform analysis, proposal, and influencer feedback.

### PalmDrive Inc. – Video Planner Intern

2021/04-08

- **Creative Planning:** Conceptualized content for company's Bilibili account, including educational, science, and interactive themes. Produced 15+ videos in 3 months with the highest view count of 13K.
- **Client Engagement:** Conducted pre-interviews with clients and KOLs, managed project communication. Coordinated 6 filming personnel, delivering relevant videos.

### BU After School Student Organization – Brand Strategy Department Leader

2022/09-2023/05

- **Creative Planning & Social Media Management:** Oversaw social media operations for student association, including WeChat, Xiaohongshu, and Instagram. Managed content planning and achieved 90K views and 6,000+ followers increase on Xiaohongshu for a campus dating reality show promotion.
- **Product Design:** Engaged in visual design for daily WeChat articles, over 10 event posters, merchandise, and promotional materials. Designed visual assets like POP MART collaboration badges, freshman orientation handbooks, club stickers, canvas bags, and more.
- **Team Leadership:** Led 10+ members, coordinated with other departments, established objectives, brand guidelines, and visual identity as department head.

## Professional Summary

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Boston University dual-degree student (Advertising and Film & TV) with a 3.82 GPA. Skilled in creative planning, data analysis, and project review. Proven leader in brand strategy, excelling in scriptwriting, FMCG creative output, visual aesthetics, and rich on-set experience as a production designer, cinematographer, and producer.