

# Aiyi (Arya) Zhang

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Master 2 student looking for internship start from Jun 2024. Tech enthusiast. Strong brand strategy & copy writing skills.

## WORK EXPERIENCE

### NVE Experience Agency (Client: *Diageo; Disney; Waymo; Paramount*)

Los Angeles, CA

Marketing and Corporate Communication Intern

Sep 2023 – Dec 2023

- Worked closely with account and strategy team on campaign development, brainstorming session, and program ideation
- Measured audience engagement and re-branded social strategies on LinkedIn and Instagram, resulted a follower gain of 25%
- Created insight reports and social media campaign to boost company visibility in the Experiential Marketing Summit 2024

### Triunfo Partners (Client: *MSH; Avery Dennison*)

Los Angeles, CA

Public Relations Intern

May 2023 – Sep 2023

- Supported key clients and the company in brand strategy, copywriting, market research, and investor relations communication
- Followed industry news and issues, and developed weekly insight reports; built media lists utilizing Muck Rack
- Wrote client-ready owned content including articles, blog posts, and pitches; assisted in program brainstorming and planning

### Verte Mode

Los Angeles, CA

Marketing Communication Intern

Jan 2022 – May 2022

- Advised CEO with brand strategy; launched whole-year marketing calendar, increasing social media followers by 15%
- Invited 35+ tech and sustainability industry leaders as podcast guests into the 2023 Q1 and Q2 series, receiving 80k downloads
- Managed 4 social platforms (LinkedIn, TikTok, Instagram, Facebook) and content strategies to increase brand recognition

### FleishmanHillard

Beijing, China

Public Relations and Branding Intern (Client: *CHAUMET; Blancpain; Tod's*)

Apr 2022 – Aug 2022

- Served key clients in brand strategy, media relations, press material creation, advertising video production, and brand events
- Facilitated CHAUMET Botanical exhibition launch, escorted press and influencers, oversaw the visual and video shooting
- Wrote, translated, and edited news releases and social copies, upward of 400k+ in total social reach across platforms

### Publicis Groupe

Beijing, China

Account Executive Intern (Client: *Airbus; Nestlé*)

Aug 2021 – Dec 2021

- Served primary clients on marketing strategy, client pitch, creative, digital promotion, key visual, and annual marketing plan
- Tracked digital campaign performance, upgraded Nestlé CRM platform (10k+ members) to doubled monthly new members
- Prepared competitive research and pitch materials; developed 20+ weekly data analysis reports with actionable insights

## PROJECT EXPERIENCE

### Virtual Influencers, Emojis, and the New Age of Brand Persuasion

Los Angeles, CA

Co-Author | Supervisor: Prof. Eunjin (Anna) Kim

August 2023 – Present

- Investigate audience engagement on virtual influencer endorsements and the role of emojis in brand communications; paper will be presented at the International Communication Association conference in Gold Coast, Australia.

### The Polarization Index

Los Angeles, CA

Graduate Research Assistant | USC Annenberg Center for Public Relations, Golin, Signal Labs August 2022 – February 2023

- Designed Qualtrics survey to identify America's top 10 most polarizing topics, utilized Signal Lab's analytics platform for Twitter data analysis; brainstormed insights and executive recommendations for companies to navigate these key issues.

## EDUCATION

### University of Southern California

Los Angeles, CA

Annenberg School for Communication and Journalism

Expected Graduation: May 2024

Master of Arts in Public Relations and Advertising; cumulative GPA: 3.78

### Sheffield Hallam University

Sheffield, UK

Bachelor of Arts (Honors) in Jewelry, Materials, and Design; cumulative GPA: 4.0

June 2021

## SKILLS & INTERESTS

- **Technical Proficiency:** Google Analytics, Google Ads, Adobe Suite, Muck Rack, Python, Tableau, SPSS, G Suite, Canva
- **Personal Achievement:** Award-winning pitch deck designer (1st Prize, 17th Museum Sheffield Design Competition)
- **Language:** Fluent in Mandarin and English
- **Interest:** Running social media influencer accounts, driving, writing