

Arya Zhang

Los Angeles, CA 90006 (open to relocate nationwide) | 323-447-5063 | aivizhan@usc.edu | [LinkedIn](#)

Master 2 student looking for full-time start from June 2024. Tech enthusiast. Strong analytical & copywriting 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 data and strategy team on marketing analysis, project management, and digital strategy development
- Measured audience engagement and re-branded social strategies on LinkedIn and Instagram, resulted a follower gain of 25%
- Collected and analyzed social media user sentiment 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 market research, digital branding, PR and investor relations communications
- Followed industry news and issues, and drafted weekly insight reports with tactical recommendations on digital strategy
- 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

- Updated company social profiles and 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 four 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 digital strategy, social media management, media relations, press material creation, project management
- Analyzed media coverage for trends and provided campaign recommendations for CHAUMET Botanical exhibition launch
- 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

- Collaborated with data team to execute annual marketing plan including digital strategy, content mapping, and creative
- Tracked digital campaign performance, upgraded Nestlé CRM platform (10k+ members) to doubled monthly new members
- Created and presented 20+ weekly data analysis reports with actionable insights to client utilizing Nestlé internal dataset

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

- Developed hypotheses, stimuli and sentiment surveys to investigate audience engagement on different brand communication methods; 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 surveys 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:** Excel, Tableau, Brandwatch, Orange, Python, SPSS, Google Analytics, Adobe Suite, Muck Rack
- **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, automotive enthusiast