**CHRISTIE YIP**

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**EDUCATION**

**University of Southern California** Expected graduation by May 2024

Master of Science, Digital Social Media, Games and Entertainment Los Angeles, CA

**Boston University**  January 2022

Bachelor of Science, Hospitality and Communication Boston, MA

**SKILLS & INTERESTS**

* Proficiency in Microsoft Office, Google Analytics, Hootsuite, MuckRack, Semrush, MailChimp, Later, Tableau
* Proficiency in Social Media Platforms (Instagram, X, LinkedIn, TikTok, Snapchat, Facebook)
  + Influencer marketing, research, and outreach
* Expertise in Video Editing and Graphic Design (Canva, CapCut, Adobe Photoshop/InDesign/Illustrator/Premiere)
* Fluent in English, Mandarin and Japanese; Conversational in Cantonese, Korean

**EXPERIENCE**

**Cards of Heart** – A Cozy Card-Battle RPG Game January 2024 – present

*Marketing Lead*

* Developed a marketing execution plan for a student-built game with influencer strategy, event promotion, and social media analysis
* Create media assets for the upcoming game launch encompassing game trailer, social media content, and creative brief

**International Entertainment Marketplace Case Study Project** – University of Southern California

* Built an international expansion marketing plan for a streaming platform with specific market recommendations and supporting statistics
* Demonstrated understanding of the background and purpose of the streaming platforms and how they can succeed in the global industry

**USC’s Information Sciences Institute** – A Research Institute of the USC Viterbi School April 2023 – March 2024

*Social Media Coordinator* Los Angeles, CA

* Brainstorm and manage content across multiple social media platforms using Later and other management tools
* Shoot, edit, and post reels and short-form videos to increase audience impressions and company recognition
* Increased followers and engagement significantly across all platforms, with a 10% follower growth on Instagram

**Hotwire Global Communications** – Forbes America’s Best PR Agencies 2021 March 2022 – July 2022

*PR Intern*  San Francisco, CA/Remote

* Served top-tier clients from the tech industry such as Meta, Amazon, and Indeed
* Performed research on industry events for thought leadership speaking opportunities that fit various narratives
* Created client-facing recommendations for potential events with detailed information and reasoning
* Provided support on maintaining efficient communication amongst multiple conversations with clients

**CatchOn, A Finn Partner’s Company** – An award-winning PR communications firm May 2021 – August 2021

*Internship Program* North Point, Hong Kong

* Worked closely with globally renowned hotel brands to launch new projects
* Executed research through industry expert interviews and crafted recommendations with conceptual maps
* Drafted, edited, and visualized a complete trend report related to domestic tourism and travel for a global hotel group
* Created aesthetic presentations and Moodboards with powerful visuals for a hotel restaurant rebrand
* Crafted media pitches for a global aviation company that are tailored to the target media