

Lydia Yang

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EDUCATION AND HONORS

Binghamton University, State University of New York, School of Management

Binghamton, NY

Bachelor of Business Administration, Concentration in Management Information Systems

Graduated Dec. 2022

- **Cumulative GPA:** 3.7 /4.0 | **Dean's List:** Spring 2020, Fall 2020, Spring 2021, Fall 2022
- **Relevant Coursework :** Essentials of Programming, Financial Accounting, Micro & Macro Economics, Advertising

WORK EXPERIENCE

Booni Doon

New York, NY

Social Media Manager and Content Creator (Contracted)

Sept.2023 - Jan. 2024

- Pioneered the creation of captivating video content, driving a 40% surge in reel engagement and brand awareness within 3 months
- Composed social media strategies, content calendars, and copy, fueling organic growth across all social media channels by 77%
- Increased average views per video by over 300% through utilizing analytic platforms to identifying trends with content

Covey Skincare

New York, NY

Social Media Marketing Case Study

June. 2023 – July. 2023

- Consulted on a marketing strategy, focusing on a comprehensive content plan that can drive growth in brand and audience loyalty
- Drove growth marketing by proposing 5 video ideas weekly and pitching 4 social media concepts to be executed within a month
- Designed and filmed a video campaign for their new product showcasing the ingredient benefits, texture shots, and a call to action

MUTHA™

New York, NY

Social Media and Influencer Relations Intern

June. 2022 – Jan. 2023

- Appeared on camera as in-house talent, managing the content creation and curation process for organic and paid social assets
- Initiated organic partnerships with industry influencers, resulting in a 11% growth in new followers within the collaboration period
- Lead daily channel management including community, copywriting, and publishing across 3 social channels utilizing Dash Hudson

KO Manage Professional Property Management LLC.

Binghamton, NY

Management and Sales Intern

Feb. 2021 – May 2021

- Generated and targeted leads by creating 5-10 open listing ads on Meta everyday resulting in a 30% increase of prospective tenants
- Sorted, coded, and matched 100+ paid invoices and monitored 7 separate accounts to ensure payments are up to date every month
- Consolidated Microsoft Excel spreadsheets to organize preliminary data about student housing properties and financial spendings

LEADERSHIP EXPERIENCE

Professional Photographer

New York, NY

Freelance

Jun. 2016 - Present

- Built a strong foundation in traditional film photography over a 5 month intensive program using darkroom equipment
- Curated a 9-piece digital portfolio series to be displayed for four weeks at the University at Buffalo's Center for the Arts
- Selected amongst 300 participants to display a cohesive portraiture series in LaGuardia High School's Senior Showcase

Mazda Live Case Finalist

Binghamton, NY

Mazda North American Operations

Nov. 2021 - Dec. 2021

- Elected as a finalist and placed 3rd out of 100+ teams of 6 in developing a marketing plan for Mazda to launch their AWD CUVs
- Collaborated on innovative company recommendations to address key issues, stabilize finances and ensure return on investments
- Devised strategic narratives and compelling presentations to accelerate business momentum and increase customer engagement

Alpha Kappa Delta Phi, International Sorority Inc.

Binghamton, NY

Social Media Manager

Feb. 2021 – Jun. 2021

- Fostered meaningful interactions by responding to comments, messages, and mentions promptly, increasing engagement by 14%
- Developed and executed social media strategies across platforms, increasing the following by more than 20% within four months
- Tailored graphics to suit different social media platforms, optimizing image sizes and formats to maximize visual impact

ADDITIONAL INFORMATION

Technical Skills: Microsoft Office, Google Workspace, Python, R-Program, HTML, CSS, Adobe Suite, Canva, Graphic Design

Interests: Social Media Marketing, Product Marketing, Content Creation, Photography, Traveling, Interior Design, Painting, Cooking

Language: English (Native), Mandarin Chinese (Fluent)