

# Renee Chen

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## EDUCATION

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**University of Southern California, Marshall School of Business** **Los Angeles, CA**  
*Bachelor of Science in Business Administration, with emphasis on Marketing* May 2024  
*Minors in Cinematic Arts and Music Industry*  
**Honors and Awards:** Outstanding Achievement Award (Los Angeles International Short Film Festival)  
**Relevant Courses:** Digital Marketing Fundamentals, Marketing Fundamentals, Business Strategic Communications, Business Analytics

**Erasmus University Rotterdam School of Management** **Rotterdam, Netherlands**  
*Semester Study Abroad* January 2023-June 2023  
**Relevant Courses:** International Business, Communication Management, Digital Business

## WORK AND PROJECT EXPERIENCE

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**USC Marshall School of Business** **Los Angeles, CA**  
*MKT 425 Digital Marketing Fundamentals – Professor Kristen Schiele* January 2024-June 2024

- Analyzed international marketing trends and conducted SWOT assessments to develop data-driven strategies for NBCUniversal Peacock's Paris Olympics campaign, aligning with audience engagement and subscriber retention goals
- Compiled and evaluated key performance metrics (KPIs) to measure campaign effectiveness, providing strategic recommendations to optimize user acquisition and retention
- Conducted digital marketing research and proposed SEO-driven initiatives to enhance content discoverability and audience reach, supporting the development of global engagement strategies
- Tracked and analyzed consumer insights to refine content strategies, aligning with distribution and market expansion objectives

**NBCUniversal** **Los Angeles, CA**  
*TV Music/Promo Services Intern – Universal Studio Group* September 2023-December 2023

- Managed and tracked 20+ licenses and invoices, ensuring accurate financial transactions and data entry
- Conducted market research on music sync trends to support promotional campaigns and box office-driven content strategies
- Coordinated communications with major publishing clients, ensuring timely delivery of project materials and rights information

**Warner Music Group** **Los Angeles, CA**  
*Emerging Talent Associate Intern – Visual Media Licensing (Sync)* June 2023-August 2023

- Processed 10+ client quote requests and licensing agreements, ensuring seamless approval processes with Hulu and Lionsgate
- Conducted market research on top streaming trends to identify sales and licensing opportunities, informing strategic decision-making
- Managed tracking systems for contracts and sales reports, supporting data-driven insights for the sync team

**Baseline Co.** **Los Angeles, CA**  
*Digital Marketing Intern* July 2022-September 2022

- Created, tracked, and analyzed marketing campaigns across multiple platforms, increasing engagement by 60%
- Collaborated with internal teams to track campaign performance metrics and audience insights
- Conceptualized, pitched, and produced weekly social media content on Instagram, TikTok and Twitter platforms
- Collaborated with internal teams to monitor trends and deliver insights, adapting strategies to increase digital campaign success

## LEADERSHIP AND INVOLVEMENT

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**Asian Pacific Cinema Association** **Los Angeles, CA**  
*Social Media Director* September 2021-December 2022

- Coordinated social media campaigns that increased audience engagement by 40% and grew followers by 1,400 accounts in one month, incorporating strong organizational and growth marketing tactics
- Managed cross-functional collaborations, ensuring marketing strategies were aligned across events, campaigns, and community outreach
- Spearheaded content development and public-facing materials, such as the launch of the New Media Program, integrating user-focused storytelling and aligning content strategies with audience interests to maximize impact

## SKILLS AND INTERESTS

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**Technical:** Excel (advanced), Adobe Premiere (advanced), Google Analytics (advanced), SAP (advanced)

**Languages:** Chinese Mandarin (fluent), French (conversational)

**Interests:** Digital photography, film production, content creation, hip-hop dance, film scores, travel, hiking, social media, piano

**Organizations:** American Marketing Association, Marshall Entertainment Association, Innovation Design, USC Dragon Boat