

Lynn Yilin Chai

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EDUCATION

***BA in Film & Media Studies and Economics* | Middlebury College**

Middlebury, VT | Sep 2019 – May 2023

- GPA: 3.83/4.00, Highest Honors in Film & Media Culture Department
- Coursework: Advanced Filmmaking, TV & Media in the US, Contemporary Documentary, Spectatorship Theories, Regression Analysis
- Activities: TA of Documentary, campus videographer, co-founder & president of Film Club, dancer & choreographer at EVO Dance Troupe

PROFESSIONAL EXPERIENCES

***Integrated Marketing and Public Relations Intern* | Dynamic LLC**

Middlebury, VT (Remote) | Feb 2021 – Present

- Launched and integrated Amazon sales platform as a strategic diversification of revenue streams and maintained products' sales operations
- Performed competitor and industry research to develop differentiated marketing strategies, including authoring product descriptions and creating advertising videos and graphics, resulting in a 150% increase in sales revenue
- Maintained clients relationship by accompanying management on trips to Atlanta, Nashville, and Dallas to meet with 4 VIPs in person

***Public Relations Intern* | Royal Dutch Shell**

Shanghai, China | Apr 2021 – Jul 2021

- Liaised with Weber Shandwick China to facilitate the 30th Anniversary of Shell China Factory event by coordinating weekly planning meetings, composing email invitations to 350+ VIP clients, selecting bespoke gifts and arranging accommodations for 500+ participants
- Initiated and led the production of a 10-minute warm-up video for the anniversary event, overseeing all aspects of the process from pitching to gathering raw materials to filming and editing footages to tracking executive changes
- Authored 7 press releases and conducted extensive industry research, synthesizing findings into briefings used in client meetings

***Public Relations Intern* | FoFund Financial Services**

Shanghai, China | Jul 2020 – Sep 2020

- Spearheaded the planning and execution of a collaborative Photography Gallery Exhibition with NGO Wild China, coordinating budget management, venue selection, content curation, and timeline planning, resulting in a 10k+ event attendance
- Delivered premium hospitality services to NGO board members and VIP clients during their visit to Shanghai, managing all aspects of their itinerary, from transportation to hotel accommodations and restaurant reservations to personalized travel arrangements
- Utilized strong design skills to create 50+ visually engaging and impactful slides for executive leadership presentations

PROJECTS

***Director, Producer, and Art Director* | Latest Film: *I Have An Apple* (2023)**

Middlebury, VT | Aug 2022 – Mar 2023

- Sourced and recruited 15 highly skilled crew members from Midd, NYU Tisch and USC, as well as casting 25 talented actors
- Utilized logistical problem-solving and communicative skills, liaising with multiple departments to secure shooting locations and schedules that catered to the availability of all team members
- Led creative ideation and development of concepts, scripts, and storyboards while adhering to strict budgetary and timeline requirements
- Negotiated with Universal Music Group to obtain copy right authorization for utilizing music from their musician

***Founder and Director* | Liberal Arts College (LAC) Film Forum**

Shanghai, China & Middlebury, VT | Jun 2021 – Present

- Developed event proposal and briefs to negotiate with 20+ potential venues, culminating in securing an agreement with Michelin Guide restaurant *Yongfoo Elite* under highly favorable terms that resulted in a 300% reduction in venue cost
- Created marketing strategies for *Yongfoo*, including making and posting video reels, posters, blog articles that reach 50k+ views
- Curating themed in-person events with matched decoration and activities in Shanghai, which has been continued as relocated to Midd

***Founder and President* | Middlebury Chinese Marketing Committee**

Shanghai, China | Jan 2021 – Aug 2021

- Crewed 20+ students to promote Midd publicity via publishing 30+ articles on WeChat Blogs, gaining 30k+ views and 2k+ followers
- Established and fostered positive relationships with 5+ high-profile KOLs in the education industry, cultivating a network of trusted partners with a significant social media presence of 700K+ followers
- Performed comprehensive feedback analysis by closely monitoring and processing daily data of readers' engagement and satisfaction
- Coordinated with designers to establish aesthetic themes of graphics and release merchandises, achieving a 70% increase in viewership

SKILLS

- Technical skills: Adobe Suites (Premiere Pro, After Effects, Photoshop, Lightroom), Data Analysis (R, STATA)
- Language Skills: Bilingual in English and Chinese, Conversational in Japanese
- Interest: As the moon radiated its luminous glow and the gentle waves lapped at the shore, I lay on the beach after a day of scuba diving, basking in the harmonious interplay between music and nature