

Lyla Northwestern

987-654-3210 | LinkedIn | email@gmail.com
Data Collection & Analysis | Marketing & Branding

EDUCATION

Northwestern University | Evanston, IL
Master of Science in Communication

08/2025

Syracuse University | Syracuse, NY
Bachelor of Science in Education
GPA 3.8/4.0 | Dean's List 2020, 2021, 2022

05/2024

EXPERIENCE

Vivid Lens Media | Beijing, CN | Creative Branding Department
Media Intern

02/2023-04/2024

- **Public Relations Communication and Copywriting:** Engaged with 50+ news media outlets for the China Entrepreneur Summit, managing invitations, media materials, and promotional releases. Drafted PR content and the summit host's script.
- **External Media Communications & Operations:** Coordinated and hosted media attendees during the summit, assisted with live stream testing, and organized project-related data and documentation.
- **Summit Review & Report:** Drafted a comprehensive summit review report for supervisors.

PulseNet | Beijing, CN
Content Marketing Intern

04/2022- 07/2022

- **Product Development & Launch:** Supported the DOU Evaluation product development process, conducted competitor analysis, created product requirement documents, managed iterations, and oversaw the launch, achieving 8,000+ users, 80M+ plays, and 3M+ comments and likes.
- **Marketing & Business Building:** Managed the Aeolus dashboard to track channel performance and resource inventory of active TikTok influencers; collaborated with 300+ influencers, each with 100K+ followers.
- **Product Operations & Content Marketing:** Monitored and analyzed online data using the Aeolus dashboard and TEA platform, identified issues, proposed solutions, and supported 100+ influencers with problem resolution and content creation.

HopeBridge Foundation | Remote | Educational Development Program
Associate Intern

07/2021- 09/2021

- **Case Studies:** Analyzed 10 successful global online education cases using data from World Bank, IMF, and OECD, focusing on outcomes and impact.
- **Research Project:** Investigated gender disparity and inequality in East Indian education. Key tasks included literature review, developing the thesis framework, drafting and finalizing the paper, and presenting findings and recommendations to the supervisor.

Pinnacle Strategies | Beijing, CN
Consulting, Associate Intern

06/2021-07/2021

- **Quarterly Report Analysis:** Conducted macro-level research and expert reviews for competitive analysis of five leading sports retail industries. Researched Yunji's S2B2C model in China's retail sector, utilizing strategic insights and data analysis to assess platform products and business models, enhancing their competitive positioning.
- **Developed Quarterly Strategic Plan:** Conducted in-depth research on the cosmetics sector of the Shiseido Group and presented the strategic plan to the director. Key responsibilities included reviewing past strategies, analyzing and mapping current market trends and competitive factors, and formulating actionable strategies for future growth.

SKILLS

Technical Skills: MS Office, Adobe Photoshop/ Premiere (entry-level), Jianying (video editorial of TikTok China), iMovie, PowerBi (entry-level), Python (entry-level), PlayPosit, Canvas, Gmail, Google Doc/Slides, Aeolus dashboard, TEA
Languages: English (proficient), Mandarin Chinese (native proficient)

PURPLE WILDCAT

MARKETING & COMMUNICATIONS SPECIALIST

CONTACT



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Chicago, IL



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EDUCATION

Northwestern University June 2025
Evanston, IL

School of Communication

- **Bachelor of Science in Communication Studies**
- GPA: 4.0/4.0
- Integrated Marketing Certificate - Medill School of Journalism
- Relevant Coursework: Consumer Psychology, Research for Marketing Communication, Digital Branding

SKILLS

- Microsoft Office
- Adobe Creative Suite
- WordPress
- Slack
- Cision
- Bit.ly
- Tagger
- Canva

INTERESTS

- Photography
- Content Creation
- Travel & Exploring New Cultures
- Creative Writing

PROFESSIONAL EXPERIENCE

DIGITAL LAB

Influencer Marketing Intern

New York City, NY

09/2024-Present

- Clients: King C. Gillette, The Art of Shaving, Gillette Labs, St-Germain Liqueur, SIMI Winery
- Source talent for clients' influencer campaigns and navigate campaign budgets to drive meaningful engagements
- Manage influencer outreach, KPI reporting, and track program effectiveness using third-party platforms like Bit.ly and Tagger
- Support press event planning and produce statistical and creative recaps for campaigns
- Develop creative briefs that align with brand goals, ensuring a strategic approach to influencer marketing

JOE SMITH CAMPAIGN

Marketing & Social Media Intern

Chicago, IL

05/2023-03/2024

- Moderated social media accounts with over 150k followers and 72k weekly impressions
- Established strong social media presence across new platforms with the goal of expanding the user base to younger demographics
- Grew market performance with various online initiatives including remote rental services to adapt to COVID-19

ECHOLINE COMMUNICATION

PR & Social Media Intern

Chicago, IL

09/2022-02/2023

- Wrote press releases featured in trade magazines and award recognitions to attract new clients
- Designed pitches and compiled media lists to build Instagram presence for client brands
- Conducted strategic influencer outreach to establish 20+ partnerships with clients' consumers
- Assembled media calendars, executed content production, and increased media presence for clients across

LEADERSHIP EXPERIENCE

WOMEN IN LEADERSHIP

Marketing Coordinator

Evanston, IL

01/2023-Present

- Produce content calendars, create social media posts, and track engagement to advertise events and inspire women
- Collaborate with fundraiser planners, lead team meetings, and manage brand strategy for Evanston chapter

RUNWAY EDIT

Brand & Marketing Director, Student Publication

Evanston, IL

09/2022-Present

- Lead the corporate team for Northwestern's student-run multimedia and fashion publication
- Brainstorm and develop multiple issues per year, work on brand management, and organize publicity and launch events
- Secure funding, launch new marketing projects, and initiate business collaborations with brands like BrewBike x Stitch

STUDENT CRISIS CENTER

Volunteer

Evanston, IL

06/2022-Present

- Operate Northwestern University's confidential and anonymous crisis support line, providing listening and support to individuals in need
- Trained as a crisis hotline listener

LUCA WILDCAT

Email | phone # | LinkedIn

EDUCATION

Northwestern University, School of Communication, Evanston, IL

June 2019

Bachelor of Science in Communication Studies

Integrated Marketing Communications Certificate, The Medill School of Journalism
School of Communication Dean's List 2018

Relevant Coursework: Research Methods for Marketing Communications, Integrated Marketing Communication Strategy

WORK EXPERIENCE

Insight Nexus Solutions

April 2019- Present

Intern

- Research and provide lead generation for business development team utilizing the CRM system
- Create prep on clients for the team to review before meetings
- Participate and provide feedback in meetings and on internal work generated by the company for clients

Sponsorships Insight Group

January 2019-Present

Market Manager

- Teach scouts about sport sponsorship tracking to help the company develop quality up-to-date sponsorship reports
- Research relevant sponsorship news to check customers and scouts are up to date
- Gather and sort analytic data to sell the sponsorship platform to sports teams and brands

AdSpectra Research

August 2018-January 2019

Sports Sponsorship Scout

- Analyzed and reported data findings on venue advertising and sponsorship content by observing radio and TV broadcasts and visiting venues
- Conducted in-depth research on digital sponsorships via professional team websites and social media platforms

Civic Impact Strategies Co.

June-August 2018

Marketing Intern

- Created civic engagement summaries to measure the strengths and weaknesses of 15 potential partnerships
- Developed a presentation with strategies to maximize ROI of sponsorships and sponsor activation at universities
- Worked with creative team to brainstorm, create and post content to promote community and organization events

BrandBridge Solutions

January-March 2018

Intern

- Participated and provided feedback in meetings discussing consulting and future sponsorships for the company
- Created prospective sponsorship mock-ups using Adobe Photoshop to present to clients

LEADERSHIP EXPERIENCE

NU for Life Advisory Committee

January 2018-Present

Volleyball Team Representative

- Connect Northwestern athletes to resources for professional development and potential employers

Northwestern Volleyball

August 2015-January 2018

Student-Athlete

- Balanced full-time academic course load with 20+ hours per week of athletics responsibilities including practices, traveling nationwide to compete against NCAA Division I schools, strength & conditioning, team meetings and film
- Developed strong work ethic and values of commitment, discipline, and accountability

Northwestern Volleyball

January-November 2018

Undergraduate Assistant

- Organized team activities, recorded statistics, and created scouts and statistics on opponents

COMMUNITY SERVICE

Evanston Special Olympics

January 2018-Present

- Interact with members of the Special Olympics in Evanston and teach them the basics of volleyball

"Fuel Up to Play 60"

February 2017-January 2018

- Connected with students at Orrington Elementary School and challenged them through interactive games

Jane Wildcat

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PROFESSIONAL SUMMARY

Dynamic and results-driven marketing professional with a strong foundation in healthcare marketing. Skilled in developing strategic campaigns, analyzing market trends, and fostering engagement to drive brand growth. Passionate about leveraging expertise to enhance marketing initiatives and contribute to the success of a forward-thinking healthcare organization.

EDUCATION

Northwestern University, Evanston, IL Expected June 2025
Bachelor of Arts in Communication Studies
Dean's List 10 quarters, GPA: 3.85/4.00

PROFESSIONAL EXPERIENCE

Marketing Coordinator Intern June 2024- Aug 2024
Russell Healthcare System, Chicago, IL

- Developed and executed marketing campaigns to promote health care services and programs.
- Collaborated with cross-functional teams to create and distribute marketing materials.
- Analyzed market trends and patient feedback to inform marketing strategies.
- Managed social media accounts and online presence to engage with the community.
- Tracked and reported on the performance of marketing initiatives using Google Analytics.
- Created infographics and visual content to simplify complex healthcare information for community outreach initiatives.

Marketing Intern June 2023- Aug 2023
McGregor Pharmaceuticals, Phoenix, AZ

- Assisted in the creation of marketing content, including brochures, newsletters, and social media posts.
- Designed and implemented patient education initiatives, including workshops and webinars, to promote product awareness.
- Conducted market research to identify target audiences and competitive landscape.
- Supported event planning and coordination for health care outreach programs.
- Monitored and reported on digital marketing metrics.

Marketing Intern June 2022 -Aug 2022
Taft- Hunter Healthcare Consulting, New York, NY

- Compiled client and prospective client requested information to assist in creating drafts for requests for proposals (RFP's).
- Compiled business and industry research in support of new business opportunities.
- Researched emerging healthcare industry technologies to support innovation in marketing proposals.

LEADERSHIP/EXTRACURRIULAR ACTIVITIES

Form and Function Marketing – Secretary June 2022 – Present
Delta Sigma Theta, Theta Alpha Chapter – Marketing Chair March 2022 – Present

SKILLS

Marketing Strategy, Digital Marketing, Social Media Management, Market Research, Project Management, Google Analytics.