

Di Lan

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## EDUCATION

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### University of Illinois at Urbana-Champaign

*Bachelor of Science in Advertising, Minor in Business*

Champaign, IL

August 2021 - December 2024

**Relevant Courses:** Innovations in Advertising, Advertising Research Methods, Audience Analysis, Brand Strategy, Content Creation, Creative Concepts I & II, Consumer Insight, Statistics, Advanced Special Topics in Advertising, Principles of Business Communication, Management and Organizational Behavior, Corporate Finance

### University of Southern California

*Master of Arts in Public Relations and Advertising*

Los Angeles, CA

August 2025 – May 2027

**Relevant Courses:** Data Intelligence, Persuasive Writings, PR Fundamentals

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## PROJECT EXPERIENCE

### Amazon Advertising Department Simulation

*Advertising Team Member*

Champaign, IL

August 2023 – December 2023

- Led a diverse team to develop innovative advertising strategies for a health product, effectively managing a budget of \$1,600 by prioritizing high-impact channels and optimizing ad placements
- Analyzed 2,500 user interactions, focusing on engagement metrics and competitor product page visits, which informed the targeted advertising campaign that generated 270,000 impressions and 37 orders
- Monitored key performance indicators (KPIs) using Amazon's advertising analytics tools, achieving a click-through rate (CTR) of 0.42% and a return on ad spend (ROAS) of 0.87

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## PROFESSIONAL EXPERIENCE

### Zanyi Goodidea

*Operation Advertising Intern*

Shanghai, China

May 2024 - July 2024

- Planned Yili's Golden Classic campaign in collaboration with the French Open, which involved designing a sweepstakes, optimizing prize logistics, adjusting winning odds, and creative copywriting, leading to a 30% increase in brand visibility
- Contributed to a project for the Qualcomm Snapdragon New Mobile Phone Experience Program by selecting suitable influencers for product evaluations through the analysis of over 280 candidates' data, enhancing campaign reach by 35% and boosting credibility within the target audience
- Supported the ongoing "Golden Choice Packaging" marketing initiative, which incentivized customers to scan codes for rewards. Managed communications with prize winners to collect necessary information, such as demographic details, while refining outreach strategies, leading to a 25% improvement in customer engagement

### Wunderman Thompson

*Advertising Account Executive Intern*

Shanghai, China

June 2023- July 2023

- Conducted content review and refinement for the Intel Core Chip campaign, ensuring alignment with brand voice and campaign objectives while transforming complex technical information into accessible consumer content, which resulted in a 30% increase in client satisfaction scores regarding campaign quality and effectiveness
- Collaborated on 20+ creative drafts, providing strategic input and gaining insights into industry workflows from initial concept to client review, while maintaining relationships with clients and team members, balancing creative demands with brand requirements

### Syrinx

*Remote Marketing Analyst & Brand Promotion Intern*

August 2024- November 2024

- Supported brand strategy and promotion, focusing on enhancing brand presence and engagement across key social media platforms by drafting creative content and managing customer interactions on Weibo and Instagram. Helped increase follower engagement by 18% over two months
- Contributed to the marketing strategy for popular products like the "Youth Radiance Essence" and "Hydrating Mask," which led to a 10% increase in sales.
- Analyzed user feedback and market data, providing insights that informed product launch decisions

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## LEADERSHIP EXPERIENCE

### Champaign Photography Club

*Social Media Manager*

Champaign, IL

September 2021 - Present

- Organized recruitment activities each semester and created engaging promotional materials, such as posters and social media content, increasing membership by 40% through effective outreach efforts
- Managed social media platforms and photography, leading to a 37% increase in weekly page views

### American Advertising Federation

*Creative Director & Copywriter*

Champaign, IL

September 2021 - December 2023

- Led creative sessions to develop brand concepts, establishing cohesive big ideas that guided advertising campaigns and inspired team collaboration based on their strengths and interests
- Wrote impactful advertising copies across multiple media channels to achieve increased client engagement