

Di Lan

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PROFESSIONAL SUMMARY

Advertising graduate with hands-on experience in brand campaign execution, influencer strategy, and client-facing account work across agency and brand environments. Skilled at translating complex information into compelling consumer content and managing cross-functional creative workflows. Bilingual in English and Mandarin, with experience supporting campaigns in both North American and Chinese markets.

EDUCATION

University of Illinois at Urbana-Champaign

Champaign, IL

Bachelor of Science in Advertising, Minor in Business.

December 2024

Relevant Coursework: 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

PROJECTS

Amazon Advertising Department Simulation

August 2023 – December 2023

University of Illinois at Urbana-Champaign

- Led a team to develop advertising strategies for a health product, optimizing a \$1,600 budget across social and digital channels.
- Monitored KPIs using Amazon's analytics tools to achieve a CTR of 0.42%, informing future content strategy decisions.

EXPERIENCE

Marketing and Creative Intern

June 2026

Scout24

Remote

- Build and maintain a North America-focused sourcing pipeline of 400+ creators, evaluating engagement, content quality, audience fit, on-camera communication, and brand compatibility to support partnership outreach.
- Develop short-form video concepts, talking-head scripts, storyboards, and social media copy that translate Scout24's opportunity discovery, automated pitching, and follow-up features into accessible, conversion-oriented content.

Marketing Analyst and Brand Promotion Intern

August 2024 – November 2024

Syrinx

Remote

- Managed brand presence on Instagram and Weibo, drafting content and responding to inquiries to build a travel-ready community.
- Increased follower engagement by 18% through short-form video concepts and mobile-captured content for beauty products.
- Analyzed market data and user feedback to provide insights for product launches across lifestyle and wellness sectors.

Operations Advertising Intern

May 2024 – July 2024

Zanyi Goodidea

Shanghai, China

- Planned Yili's Golden Classic campaign in collaboration with the French Open, managing sweepstakes and logistics for hospitality-focused prize packages that increased brand visibility by 30%.
- Carried out influencer research for the Snapdragon program, analyzing 280+ candidates to select partners that resonated with travel and tech audiences, boosting campaign reach by 35%.

Account Executive Intern

June 2023 – July 2023

Wunderman Thompson

Shanghai, China

- Transformed complex technical specs into accessible, lifestyle-oriented consumer content for the Intel Core Chip campaign, resulting in a 30% increase in client satisfaction per internal feedback scores.
- Built organizational resources and trackers using Microsoft Excel and PowerPoint to streamline the workflow for 20+ creative drafts from concept to client review.
- Maintained cross-functional communication between creative teams and clients to ensure brand alignment across all deliverables.

ACTIVITIES & LEADERSHIP

Champaign Photography Club

September 2021 - Present

Social Media Manager

- Directed on-site content capture (mobile and DSLR) to create visual stories for social media, leading to a 37% increase in weekly page views. Developed TikTok/Instagram reels to showcase club activities, increasing membership by 40%.

American Advertising Federation

September 2021 - December 2023

Creative Director and Copywriter

- Led creative sessions to develop campaign concepts, ensuring cohesive storytelling across channels to drive client engagement.

SKILLS

Software: Adobe Creative Suite, Google Analytics, Microsoft Office (Word, PowerPoint, Excel)

Languages: English, Mandarin