

Leyi Chen

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PROFESSIONAL SUMMARY

Graduate student in Public Relations and Advertising with undergraduate training in Economics and Management and internship experience across brand marketing, social media, live-stream operations, and event execution. Strong track record in campaign coordination, stakeholder logistics, content planning, and post-campaign reporting across consumer, media, and lifestyle sectors.

EDUCATION

M.S. in Public Relations and Advertising

In Progress

University of Southern California, Los Angeles, United States

BSc in Economics and Management

Sep 2022 - Sep 2025

King's College London, London, United Kingdom | Relevant Coursework: Microeconomics, Macroeconomics, Organizational Behavior, Marketing, Finance, Mathematics for Economics, Statistics, Business Ethics & Sustainability, Game Theory, Consumer Behavior

PROFESSIONAL EXPERIENCE

Marketing Intern

Jun 2025 - Aug 2025

Brainspace (Boli Space), Shanghai, China

- Supported end-to-end execution of branded marketing events, including proposals, event materials, budgeting, venue coordination, vendor management, on-site execution, and post-event reporting.
- Prepared run-of-show documents, timelines, and execution checklists to improve cross-team coordination for offline activations and client projects.
- Coordinated logistics for NBA players and VIP guests visiting China, including hotels, transportation, scheduling, and on-site support; also produced recap decks and reusable execution templates for projects including Descente, lululemon, and Sands China x NBA.

Social Media Intern

Jun 2024 - Aug 2024

Global Times Online (Beijing) Cultural Communication Co., Ltd., Shanghai, China

- Managed and optimized the Global Times Twitter account, curating China-related news content for international audiences.
- Analyzed audience interests across topics such as culture, travel, and wildlife to improve relevance and engagement.
- Published 35 high-quality posts; the best-performing post generated more than 2,000 likes, and also supported social promotion for large-scale international sustainability events.

Marketing Intern

Jul 2023 - Sep 2023

Tsingtao Brewery - Nestle Pure Life (Health Beverage Division), Shanghai, China

- Supported Mainland China marketing operations for Nestle's water business and assisted with the planning and execution of three major offline campaigns.
- Led influencer marketing and TikTok livestream operations, improving viewership by 30 percent and engagement by 25 percent through data-informed creator selection and content optimization.
- Worked with content teams to design interactive livestream scripts featuring polls and limited-time promotions, contributing to a 15 percent improvement in conversion rate while also supporting budget coordination and expense tracking.

E-commerce Marketing Intern

May 2023 - Jun 2023

Yitaixiang Jewelry Co., Ltd., Kunming, China

- Conducted competitive analysis of jade jewelry brands on TikTok to support platform positioning and content strategy.
- Contributed to video editing, copywriting, filming, and post-production, helping the account gain more than 1,000 new followers during the internship.

Communications Intern

Jul 2022 - Sep 2022

Everbright Astone Asset Management Co., Ltd., Shanghai, China

- Analyzed branding and campaign strategies used by major shopping malls across WeChat, TikTok, and Xiaohongshu to identify market trends.
- Proposed marketing and event concepts aligned with commercial real estate branding and assisted with revisions to corporate promotional videos.

SELECTED ACADEMIC PROJECTS

Aldi UK Christmas Advertisement Analysis

May 2024

Independent Course Project, London, United Kingdom

- Evaluated campaign objectives, target audience, creative execution, and effectiveness, with emphasis on emotional storytelling and relevance during COVID-19.
- Applied integrated marketing communication frameworks and the DAGMAR model in a 10-page academic paper on brand advocacy and sales impact.

Loud Parade Brand Analysis

Apr 2024

Independent Course Project, London, United Kingdom

- Analyzed brand positioning, collaborations, and the competitive landscape using industry analysis and Porter's Five Forces.
- Delivered a video presentation and a 20-slide deck with strategic recommendations.

Dove Natural Bar Marketing Campaign

Apr 2024

Team Leader, Group Course Project, London, United Kingdom

- Led audience analysis with a focus on sustainability and natural lifestyles, supported by PESTLE and SWOT analysis.
- Developed an emotionally driven integrated marketing plan with SMART metrics targeting 20 percent sales growth and 30 percent social media follower growth within six months.

SKILLS

Languages

English (Fluent)

Technical

Microsoft Office (Excel, PowerPoint, Word)

Frameworks

SWOT Analysis, PESTLE Analysis, DAGMAR Model

Interests

Video editing and production; Golf