# LEYI CHEN

blairchen528@outlook.com |+1 2133569549 | LinkedIn profile

## EDUCATION

**University of Southern California (USC)** **Los Angeles, CA**
***M.A. in Public Relations and Advertising*** ***Aug 2025 - Dec 2026***

- **Relevant Coursework:** Multimedia Content Creation for Brand Storytelling; Creating Differentiation for Organizations; Audience Insights; Persuasive Writing

**King's College London (KCL)** **London, UK**
***BSc Economics and Management*** ***Sep 2022 - Jul 2025***

- **Relevant Coursework:** Marketing, Consumer Behavior, Brand management, Statistics, Finance, Economics

## PROFESSIONAL EXPERIENCE

**DiDi Global Inc.** **Shanghai, China**
***Operations Intern, Central Operations*** ***Jun 2026-Aug 2026***

- **Competitor Pricing:** Tracked competitors' ride-hailing fares by service tier and time of day in Excel; compared daily rates with the prior day and summarized pricing changes for the operations team.
- **Supply and Demand Analysis:** Used SQL to extract ride demand and driver supply data by Shanghai district and hour; identified areas with unmet demand and recommended targeted driver incentives.
- **Driver Communications:** Created daily driver-facing promotional graphics communicating bonus locations and time windows for accepting rides.

**Brainspace** **Shanghai, China**
***Marketing Intern*** ***Jun 2025 - Aug 2025***

- **Golf and Event Activation:** Supported DESCENTE's Sheshan golf store opening and multi-city lululemon events, helping deliver activations involving approximately 200 guests and individual events attended by 500–2,000 people.
- **Project Coordination:** Prepared run-of-show documents, timelines, and checklists; helped arrange hotel, transportation, and itinerary details for NBA players and VIP guests on a Sands China × NBA project.
- **Event Reporting:** Created post-event recap decks summarizing event highlights and communications value for internal records and client presentations.

**Global Times Online** **Remote**
***Marketing Intern*** ***Jun 2024 - Aug 2024***

- **Social Media:** Researched overseas audience interests and published 35 X (Twitter) posts; the top-performing post received more than 2,000 likes.
- **Event Planning:** Proposed themes and refined programming and event flow for an international environmental event; supported social media engagement.

**Yitaixiang Jewelry** **Kunming, China**
***Publicity Intern*** ***Jun 2023 - Sep 2023***

- **Content Production:** Researched competitors' Douyin accounts and supported video content production; the company's account gained more than 1,000 followers during the internship.

**Nestlé** **Shanghai, China**
***E-commerce Intern*** ***Jun 2022 - Aug 2022***

- **Livestream Marketing:** Supported influencer and Douyin livestream campaigns, including work related to **Tsingtao Brewery**; viewership increased 30% and engagement 25% versus comparable past events.

## PROJECT EXPERIENCE

**Golf Content Creator | Douyin** **Online**
***Independent Content Project*** ***May 2022 - Sep 2026***

- **Golf Content:** Created and published golf-focused short-form videos for a personal account with 6,000+ followers. one video received 170,000+ likes.

**TaylorMade Golf Campaign** **Los Angeles, CA**
***USC Course Project*** ***Spring 2026***

- **Golf Brand Campaign:** Developed a campaign to introduce golf to Gen Z audiences, including landing-page copy, Instagram content, and out-of-home advertising concepts. View campaign ads

**PACCARI Chocolate Advertising and Marketing** **London, UK**
***Team Leader, Course Project*** ***Nov 2024***

- **Creative Production:** Led concept development, filming, and post-production of a 60-second brand advertisement.
- **Campaign Result:** Developed a marketing plan for the UK market; the advertisement ranked first in class and the combined campaign ranked third among 10 groups.

## ADDITIONAL INFORMATION

- **Technical Skills:** Excel, PowerPoint, Word, Adobe Photoshop, video editing, social media content creation
- **Interests:** Golf (Junior tournament experience; 2nd place in a 2014 SCPGA Junior Tour event)
- **Other:** Valid U.S. driver’s license
- **Work Authorization:** Authorized to work in the U.S. without employer sponsorship