

Lindsay Sing

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EDUCATION

University of Texas at Austin May 2019
BS in Communication Studies, Corporate Communication
Minor: Chinese

Distinguished College Scholar 2017

Cumulative GPA 3.79 out of 4.0

EXPERIENCE

Paper Stone Scissors Shanghai, China May 2017 – July 2017
Account Intern

- Researched social media management agencies and compiled insight on client brand messages, unique selling points, and visual communication strategies into slide decks
- Collaborated with team members – adapted creative assets into different mediums used for client presentations and project proposals and contributed to brainstorming sessions
- Developed creative copy for internal blog articles, proofread presentations, and edited brand identity descriptions for hospitality, real estate, and investment companies
- Handled logistical tasks for planning a photoshoot - contacted model and stylist agencies via email and WeChat and organized model profile information via Google Sheets

AMA Agency Austin, Texas January 2017 – May 2017
Strategy Team Member

- Helped optimize online search performance for MerlinWorks, a company that specializes in teaching improvisational performance and corporate training
- Adjusted Google AdWords campaigns and conducted market research by monitoring keywords, researching target personas, and performing competitor analysis

Project SEED Austin, Texas June 2016 – May 2016
Research Assistant

- Streamlined and updated protocol documents on recruitment and general task operations
- Improved and standardized training process by communicating daily task updates to project lead and conducting new staff member training in person and by phone

SKILLS

Computer Skills: MS Word, PowerPoint, MS Excel, Python Basics, Keynote, WordPress, Final Cut Pro

Social Media: Facebook, Twitter, Instagram, Snapchat, YouTube, WeChat

Certifications: HubSpot Sales Software (2017)

Other Skills: Analytical Writing, Detail-Oriented Tasks, Proactive-Problem Solving, Public Speaking,

Organizations: American Marketing Association, AMA Agency, Minority Women Pursuing Law, Students Expanding Austin Literacy