

Allen Lin

<http://www.linkedin.com/in/allenlin> | <http://www.dogcaffeinated.com> | aklin@smu.edu

WORK EXPERIENCE

Dog Caffeinated LLC

Founder

LA & DTX

Nov 2024 - Present

- Created over 50+ UGC content for brands like CeraVe, Mean Green, Disney, etc.
- Helped grow over 10 brands' social accounts by 95% within the first 3 months.
- Drafted, envisioned, and shot multiple photography sessions.
- Created multiple graphic designs for SMU Moody and personal projects.

Moody School of Graduate & Advanced Studies | SMU

Dallas, TX

Digital Content Coordinator

Aug 2023 - Dec 2025

- Managed and scheduled content across multiple platforms using Sprout Social, ensuring consistent engagement with a social media community of graduate students.
- Created numerous Tiktok & Reels for the Moody School, starting a new series called The Moody Minute.
- Designed branded graphics and short-form video content using Canva, Photoshop, Final Cut Pro, and CapCut, increasing impressions and follower growth across Instagram and Facebook.

Wolf 36

Dallas, TX

Influencer Marketing & Social Media Strategist

January 2022 - June 2024

- Developed multiple digital collectable communities, and understood how to market to the community.
- Developed brand campaigns & pitch decks for influencer collaborations for Disney, Paramount, & Searchlight.
- Orchestrated 50+ successful influencer and brand partnerships through social media outreach.

Solanas Creative

Los Angeles, CA

Social Media Specialist

May 2021 - October 2021

- Developed engaging email and social media content for five distinct brands, ensuring consistent messaging and brand identity using Asana and Buffer.
- Launched and optimized interactive polls and UGC campaigns, driving higher engagement and organic reach across social media platforms.
- Produced various mock-ups, campaigns, and branded content for a diverse portfolio of five clients, delivering creative solutions tailored to their individual needs and preferences through Photoshop and Canva.

SKILLS

Final Cut Pro | Canva | Adobe Suite | CapCut | Tik Tok | Instagram | Youtube | Sprout Social | Buffer
Later Social | Photography | Social Media Management | Community Engagement | Microsoft Suite

EDUCATION

SMU | Southern Methodist University | GPA 3.5

Dallas, TX

Bachelors in Fashion Media and Minor in Advertising

Graduation Date: Dec 2025

FIDM | Fashion Institute of Design and Merchandising

Los Angeles, CA

Associates of Art in Digital Media Marketing | GPA 3.95

Graduation Date: June 2023