

Christy (Ko Jae) Lien

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EDUCATION

Boston University

Bachelor of Science in Advertising & Bachelor of Arts in Japanese Language and Literature
Graduate Certificate in Graphic Design

Boston, MA

May 2023

May 2025

PROFESSIONAL EXPERIENCE

WinStreak Volleyball Team (Instagram handle: @winstreakvolleyball)

Remote

Marketing and Creative Content Associate

May 2024 – Jul 2025

- Developed and executed social media strategies that increased engagement by 30 percent, follower count by 30 percent, and boosted average post engagement to 1K-2K likes over one year.
- Managed and contributed to the operation of various social media channels, designed and implemented visual content, including graphics, videos, and photography based on audience insights to improve reach and engagement.
- Supported event marketing efforts contributing to over 4K in person attendees through targeted promotions.

Freelance Graphic Designer

Remote

Graphic Designer

Oct 2023 – Present

- Developed comprehensive rebranding strategies and visual assets, elevating brand identity and market presence
- Created and marketed original products, managing end-to-end design, production, and online sales, generating \$5,000+ in profit through strategic branding and marketing on TikTok shop (e-commerce experience)
- Produced creative assets and illustrations tailored to diverse client needs across various platforms

McCann World Group

Remote

Creative Intern

Jun 2023 – Aug 2023

- Conducted market research, analyzed the market trends, and built reports to present creative insights
- Supported in campaign development with ad mockups, product redesigns, and storyboards

Boston University Ad Lab

Boston, MA

Art Director

Sep 2022 – Jan 2023

- Developed a creative brief and marketing strategy for a beverage company through in-depth research on industry trends, competitors, and consumer behavior, shaping product positioning and brand messaging
- Consulted with executives and executed the ideation and creation of its website and marketing assets.

Boston University Ad Club

Boston, MA

Marketing Intern

Jan 2022 – Jun 2022

- Promoted Queue, a movie recommendation app, by planning and executing marketing campaigns that reached 1K+ students across the BU community, boosting social engagement by 30%
- Designed content strategy for Queue and produced branded visuals such as Instagram posts and short videos

Federation of Taiwanese Student Associations in New England

Boston, MA

Art & Design Team Member

Aug 2021 – Aug 2022

- Collaborated with Taipei Economic & Cultural Office in Boston and oversaw the end-to-end event management of 3 cultural events, including venue selection, staging, event production, and branding, attracting a total of 1k+ people
- Partnered with the social media team and created visual assets for various social media platforms

SKILLS & CERTIFICATIONS

- Tools:** Microsoft Suite (Word, Excel, and PowerPoint), and Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, and Lightroom), Figma, Midjourney, Canva, Gen AI, Capcut
- Marketing & Advertising:** Digital Marketing, Social Media Marketing, Campaign Planning and Development, SEO, Copywriting, Creative Brief Writing, Market Research and Data Analysis, Branding, Advertising Strategy, Search Engine Optimization (SEO), Video editing
- Graphic Design:** Art Direction, Banner, Logo, Typography, Packaging, Website, Data Visualization, Illustration
- Language Skills:** English (professional), Mandarin (native), and Japanese (professional, JLPT N1)
- Additional Skills:** Translation and photography