

Keyin (Kristy) Lian

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EDUCATION

University of Southern California

Master of Arts, Public Relations and Advertising GPA:3.89

Los Angeles, CA

08/2024-05/2026

Communication University of China

Master of Arts, International Communication GPA:3.86

Beijing, China

09/2023-06/2026

Guangdong University of Foreign Studies

Bachelor of Arts, English GPA: 3.91

Guangzhou, China

09/2019-06/2023

University of Amsterdam as an Exchange Student

Amsterdam, Netherlands

01/2022-06/2022

PROFESSIONAL EXPERIENCE

United Nations Development Programme (UNDP) – Movers Camp 2024

06/2024

- Acquired a solid understanding of the UN Sustainable Development Goals (SDGs) and essential facilitation skills. Successfully designed and conducted over 10 sustainability workshops for youth and vulnerable groups.
- Collaborated in promoting the Movers Chinese Toolkit and contributed innovative, localized solutions to advance SDG awareness and action. Actively participated in community building with 150+ international youth volunteers.
- Completed the "Train the Trainer" program, empowered other youth volunteers, enhancing their capacity to drive sustainable development in their communities.

USC Annenberg Media

Editor

09/2024-Current

- Planning and Content Creation: Select trending topics in Los Angeles and cultural exchange themes, plan stories, and conduct on-site reporting.
- Digital Content Production: Create and manage multimedia content for Annenberg Media's social media platforms, including its official Xiaohongshu account, covering video production, editing, and publishing.
- Cultural Promotion and Audience Engagement: Interview alumni and prominent Chinese figures, capture diverse perspectives, promote Chinese culture, and facilitate cross-cultural exchanges.

Publicis P&G SSM Innovation Team

Media Intern

04/2022-06/2022

- Researched trends on TikTok, searched for emerging consumer groups, matched with new P&G product, resulting in a 25% increase in content engagement through the integration of platform-specific resources.
- Analyzed live-streaming sales, user demographics, and engagement scenarios, leading to optimized content delivery that boosted audience reach by 10% and improved campaign ROI.
- Tracked and evaluated new media content like short drama, contributing to a 15% increase in product placement opportunities across social platforms.

Guangzhou International Cooperation Center

International Relations Coordinator

09/2022-11/2022

- Leveraged data-driven insights to refine content strategy, aligned content with trending social media topics and audience preferences, resulting in a 13% growth in follower count, a 25% increase in average video likes, and a 15% improvement in comment interactions
- Planned and executed the Guangzhou International Circle of Friends project, organizing customized cultural exchange activities that introduced 200+ expats to Cantonese culture.

China Daily Guangdong Bureau

Intern Journalist

09/2022-11/2022

- Drafted and translated 130+ bilingual articles and published on official websites and social media (Facebook, X), driving a 20% increase in international audience engagement.
- Conducted 45+ news interviews and press conferences with professionals across diverse industries, including entrepreneurs, educators, and cultural figures, reached 10,000+ views across platforms.

OTHERS

Skills: Microsoft Suite (Word, Excel, PowerPoint), Google Analytics

Language: Cantonese (native), English (fluent), Mandarin (native), French (basic)

Media Production: Video filming & editing, PS (graphic processing)

Volunteer: Harvard College AUSCR Summit for Young Leaders, Global Journalist Salon