

# Yuhan Shen

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## EDUCATION

### *University of Southern California*

August 2025-May 2027

Master of Annenberg Public Relations & Advertising

- Relevant Coursework: PR & Advertising Strategy, Social Media Analytics, Persuasive Writing

### *University of California Berkeley*

August 2023-May 2025

Bachelor of Arts (B.A)

- Relevant course work: Digital Photography, Video Project, Visual Thinking, Media Studies

## EXPERIENCE

### **Marketing Intern | Dataing — Los Angeles, CA**

March 2026-Present

- Created and managed multi-platform social media content (LinkedIn, Instagram, TikTok, Reddit, X), contributing to brand voice development for an early-stage AI startup
- Developed short-form content strategies focused on relationships, culture, and emotional storytelling to drive audience engagement
- Collaborated with founders to ideate and execute marketing campaigns, testing content performance and iterating based on insights
- Supported early-stage growth initiatives, including content experiments, audience targeting, and engagement optimization
- Monitored content performance using analytics tools and adjusted strategies to improve reach and engagement

### **Founder & Photographer | Nono Studio — Los Angeles, CA** <https://norashenyh.wixsite.com/yuhanshen>

September 2023-Present

- Founded and managed a photography studio focused on personal branding and female empowerment
- Developed brand positioning and marketing strategy, attracting and retaining a growing client base
- Promoted services through social media content and visual storytelling, increasing audience engagement
- Managed end-to-end operations including marketing, client acquisition, and content production

### **Sales Associate | Neiman Marcus — Orange, CA**

Mar 2023 – Jun 2023

- Delivered superior customer service by assisting customers promptly, efficiently, and courteously
- Processed register transactions professionally, ensuring a friendly and seamless checkout experience
- Handled customer service inquiries and phone calls professionally, resolving issues to customer satisfaction
- Strategized customized styling and fashion advice to clients, helping curate outfits reflected unique tastes and needs

## LEADERSHIP & ACTIVITIES

### **Organizer & Photographer | Berkeley FAST — Berkeley, CA**

Sep 2024 – May 2025

- Contributed to one of Northern California's largest student-led fashion shows
- Collaborated with teams and external brands on creative direction and content production
- Supported event marketing through visual content and brand storytelling

## SKILLS

**Marketing & Strategy:** Social Media Strategy, Content Marketing, Campaign Development, Brand Positioning, Audience Engagement, Copywriting, PESO Model

**SEO & Analytics:** SEO, Keyword Research, Content Optimization, Google Analytics, Brandwatch

**Design & Content:** Adobe Creative Suite, Canva, Visual Storytelling, Photography, Video Content

**Platforms:** Instagram, TikTok, LinkedIn, X, Reddit, WordPress

**Languages:** English, Mandarin, Cantonese