

Leyun Yuan

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EDUCATION

University of San Diego, Knauss School of Business San Diego, CA
Bachelor of Business Administration in Marketing May 2023
Minors in Communication Studies and Visual Arts

MARKETING PROJECTS

Google Paid Search Ad Campaign: USD Marketing & Communications San Diego, CA
MKTG 341 Digital Marketing Jan 2023-May 2023

- Developed Paid Google Search Ads to promote and raise awareness of Diversity, Equity, and Inclusive at University of San Diego
- Targeted incoming student market using a \$2,000 budget over 3 months with a campaign theme focused on DEI x School of Engineering.
- Performed keyword research and Google trend analysis to develop and adjust ads through an iterative process over 3 rounds of ad modification.
- Results: Total Clicks: 2,626, Total Impressions: 39,423, CTR: 6.66%, Growth over time: 10.42%

Website Development San Diego, CA
MKTG 341 Digital Marketing Jan 2023 – May 2023

- Website built using Wix program, implementing brand persona development, marketing strategy, and a focus on content creation.
- Meta Title, Meta Description, and Alt Text incorporated into website for optimal search results and SEO
- Active blog with accompanying email marketing campaign.

Marketing Research Project: Spotify, University of San Diego San Diego, CA
MKTG 410 Marketing Research Aug 2021-Dec 2021

- Identified a specific marketing problem at Spotify based on secondary data from online databases including IBISWorld and Mintel and determined central research questions
- Analyzed qualitative primary data from a 4-person focus group to generate key hypotheses
- Designed and administered a survey through Qualtrics to collect quantitative data from 140+ people and used IBM SPSS to perform statistical analyses and generate meaningful insights
- Visualized data using Excel and Canva and presented findings and proposed marketing strategy

EXPERIENCE

Office of International Students and Scholars, University of San Diego San Diego, CA
Undergraduate Student Assistant Aug 2021- May 2023

- Communicated with students, parents, staff, and faculty to support their needs by providing information or assistance, and let international students adapt to campus life in the US
- Designed posters using Canva for 10 events, created content for office Instagram account, and sent emails to communicate with international students
- Designed 2 postcards for the Family Week Event
- Run the statistic report of international students for the academic year, help schedule the semester events, and organize the information of international students in the office

Autism Tree Project Foundation (ATPF) San Diego, CA
ATPF Intern Jun 2022- Aug 2022

- Created flyers on Canva for future events, updated the ATPF website and posted flyers and created event on Facebook
- Use Meta Business Suite to plan Instagram and Facebook posts
- Facilitated and took pictures during in-person and online events for future marketing uses
- Communicated with parents and sent reminder texts for event promotion

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Gen 5 Fertility Center

Marketing Department Assistant

San Diego, CA

July 2021-Aug 2021

- Conducted marketing research of fertility industry and competitors in San Diego to improve marketing business plan
- Managed and created content for the center's social media accounts, Instagram and Facebook, and closely monitored engagement to inform promotional strategies
- Built a CRM system on Zoho to manage client appointments, utilize workflow communication system, and schedule marketing activities

LEADERSHIP

American Marketing Association, University of San Diego Chapter

San Diego, CA

Director of Marketing

Jun 2022-May 2023

- Served on 10-person executive board of USD AMA, winner of USD's 2023 Outstanding Student Organization Award
- Designed and sent weekly emails through MailChimp to 150+ students per week promoting club events, resulting in a 78% average open rate
- Managed marketing distribution of flyers across campus, including submitting information for 25 individual events to two newsletters, school website, and on-campus buildings
- Organized and attended every event with other executive board members, gave feedback at the weekly meeting and planned for the future event

Less Than Three Dance Crew (LT3), University of San Diego

San Diego, CA

Secretary

Jun 2022 - May 2023

- Served on 5-person executive board for LT3, winner of USD's 2023 Excellence in Inclusion Award
- Created and scheduled weekly emails using Mailchimp to 170+ students to promote dance workshops and performances, resulting in a 70% average open rate
- Taught one in-person, self-choreographed workshop per semester for 20+ dancers increasing attendance by 250% in under 8-months
- Organized and executed inaugural dance showcase event featuring multiple dance performances for audience of 120+ people
- Took videos of every workshop for the marketing chair to share out with LT3 members

Chinese Student and Scholars Association (CSSA), University of San Diego

San Diego, CA

Marketing and Public Relations Committee Member

Sept 2020-Jun 2022

- Wrote articles and posted on the CSSA WeChat Official Account to promote organization events and build a community for Chinese students at USD
- Created content and designed posters to promote events and festivals using Canva
- Managed the official social media and video accounts, Instagram and Bilibili, including posting the latest information and responding to comments or direct messages

INVOLVEMENT

American Marketing Association, USD, Member; Director of Marketing

Sept 2019-May 2023

Less Than Three Dance Crew (LT3), USD, Member; Secretary

Sept 2019-May 2023

Student International Business Council (SIBC), USD, Member

Feb 2021-May 2021

SKILLS

Marketing: Digital Marketing Certified, Blogging, Google Analytics, Website & Content Creation, Search Engine Marketing (SEO & Paid), Email Marketing, Keyword Research & Planning, HubSpot Trailblazer [lyuan35]

Computer: Proficient in Microsoft Office Suite, IBM SPSS, Qualtrics

Video Editing: Basic Adobe Premiere Pro, VN cut, iMovie, DaVinci Resolve; DSLR Camera (photo/video) & mechanical film camera

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Graphic Design: Canva, Procreate, Photoshop basic

Language: Proficient in Chinese and English