

Sihan (Annita) Lin

Washington, DC (willing to relocate) | sl2088@georgetown.edu | 310-291-5114 | [LinkedIn](#)

EDUCATION

Georgetown University, Graduate School of Arts and Sciences Washington, DC
Master of Arts in Communication, Culture, and Technology, **GPA 3.9/4.0** Expected graduation: 05/2025
Related Coursework: Content Analysis, Corporate Social Responsibility, Digital Marketing

Boston University, College of Communication Boston, MA
Bachelor of Science in Media Science 8/2019 - 5/2023

SKILLS

- MySQL, Excel, SPSS, Qualtrics, Instagram, Twitter, TikTok, and LinkedIn, Google Ads Search, Canva, Adobe (Photoshop, Illustrator, InDesign), Final Cut Pro, WIX, Buffer, JavaScript, HTML/CSS
- **Language:** Chinese(native), Korean(basic)

PROFESSIONAL EXPERIENCE

Georgetown University's Office of the Dean, College of Arts & Sciences Washington, DC
Office and Event Assistant 02/2024 – Present

- Coordinated logistics for 5+ campus events, including setting up venues, managing event schedules, and providing on-site support during receptions, attracting over 150 attendees.
- Collected, and analyzed 150+ U.S. grad school prerequisite and academic data using Advanced Excel to provide insights for the Pre-Med Office's advising services.
- Assisted with administrative tasks including visitors' receptions, schedule management, and filing student records.

Dorabot Inc. (an AI Logistics Company) Atlanta, Georgia & Shenzhen, China
Marketing Intern 06/2021 – 11/2021

- Led the launch of AI robot-themed merchandise by conducting research, developing an e-commerce platform, refining product positioning, and negotiating with factories to reduce costs by over 10%.
- Managed Instagram, Twitter, and LinkedIn accounts; developed marketing strategies centered on the company's logistic robotics solutions and wrote social media posts that gained 100+ new followers.
- Developed and maintained a database of 100+ media outlets using Excel to support outreach efforts.
- Supported marketing operations by creating performance reports for social media and public relations activities as well as filming and editing product videos using Final Cut Pro and Adobe Photoshop.

PROJECTS

Media and Campaign Planning for Z&Z Bakery Washington, DC
Strategic Communication Specialist 10/2024 – 12/2024

- Designed a communication toolkit booklet with actionable plans, including tailored messaging and audience insights, to enhance brand storytelling and digital presence. Conducted audience analysis and media channel research to identify key demographics and develop targeted multi-channel strategies.

Police Body-Worn Camera Interaction Content Analysis Research Washington, DC
Researcher 08/2023 – 12/2023

- Conducted a content analysis of 500 police body-worn camera videos on YouTube, using SPSS and Excel to systematically code and analyze data, and created visualizations in Canva to highlight key patterns, with findings published in the academic journal *GNOVIS*.