

# Polly Chen

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## EDUCATION

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### New York University

B.S. in Media, Culture, and Communication; B.A. in History

New York, NY

Jan 2024– May 2027

- **Cumulative GPA:** 3.9/4.0

## PROFESSIONAL EXPERIENCE

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### American Ballet Theatre

Strategic Marketing Intern

New York, US

Jan 2026 – Present

- Built a Salesforce campaign tracker to manage 15 marketing campaigns across email, press, social, and web for 2026 summer season
- Analyzed campaign performance using conversion rate, CTR, and CAC to evaluate effectiveness and support marketing decisions
- Produced bi-weekly competitor reports on 8–12 performing arts organizations, analyzing pricing, positioning, and audience strategy
- Supported CRM campaigns reaching 2,800+ members and donors by analyzing email performance with the Advancement team

### ByteDance Inc. | Tiktok

Marketing & Growth Intern

New York, US

Jul 2025 – Dec 2025

- Analyzed performance metrics (impressions, CTR, retention) across 12+ verticals, delivered weekly reports to support team strategy
- Created frameworks on top-performing themes and formats adopted by ops teams, contributing to a 12% impressions growth
- Produced 3 long-form market research reports on competitive benchmarks and growth opportunities, archived in the team's library

#### Highlighted Project Experience

- Designed and executed a 2-month Social News growth campaign after identifying the category as a high-potential opportunity; produced 50+ posts weekly across 3 accounts, iterating content formats based on audience insights
- Achieved +5k follower growth and a 14% rise in target audience content consumption, validating the category's long-term potential

### NYU Law Communications Office

Digital Assistant

New York, US

May 2025 – Jul 2025

- Coordinated with multiple departments across 20+ content review meetings to align goals for major website redesign
- Led content migration and optimization of 80+ landing pages, enhancing layout, engagement, site navigation and brand standards
- Performed technical QAQC for website launch, resolving 300+ technical issues including broken links, media errors, and other bugs

### ByteDance Inc. | Capcut

Content Operations Intern

Shenzhen, China

Nov 2023 – Feb 2024

- Drove growth for Hypic (photo editing app), contributing to 500k new users and 9k+ social media followers in 3 months
- Analyzed international trends to guide content strategy, producing/co-producing 14 videos/week, reaching 45-200k views per video
- Expanded company influencer network by creating outreach strategies and directing daily engagement with 100+ KOC and KOL's
- Negotiated content/creator partnership structure, terms, and compensation; collaborate with legal to draft partnership agreements

#### Highlighted Project

- Thanksgiving/Christmas Campaigns: co-led campaigns with 30+ influencers each (KOL and KOC's), generating 15M total reach at \$4-\$6 CPM

## EXTRACURRICULAR ACTIVITIES

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### Personal Social Media Blogger

Content Creator

Sep 2021 – Present

- Author 170k+ words of original novels and fan fiction on Lofter & Jinjiang, attracting 1.6M views and 10k+ unique interactions
- Create original content on Rednote and Bilibili, achieving 3M+ total views and 50K+ engagement across both platform
- Engage deeply with a diverse online readership, fostering robust community interaction and enhancing content visibility

### The 17th Harvard University China Education Symposium

Special Events Assistant

New York & Boston, US

Jan 2026 – Present

- Researched 80+ AI edtech organizations and managed outreach with 50+ partners to evaluate and develop strategic partnerships
- Supported full-cycle logistics for a 300+ attendee symposium, coordinating schedules, venue arrangements, and event materials

## SKILLS & INTERESTS

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- **Software/Technical Tools:** SQL, Tableau, Adobe Creative Suite, Canva, MS Office Suite, Excel (pivot tables, dashboards), Google Suite, Processing (Creative Coding Language), Salesforce
- **Skills:** Data visualization, competitive analysis, market research, content strategy and analytics, influencer partnerships, video production/editing, content creation
- **Language:** English (native), Chinese Mandarin (native), Chinese Cantonese (native)
- **Interests:** Dancing (jazz), tennis, volleyball, hiking, swimming, photography, reading/writing