

Polly Chen

(646)370-0803 | [LinkedIn Profile](#) | zc2984@nyu.edu | [Personal Website](#)

EDUCATION

New York University

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

New York, NY

Jan 2024 – Dec 2026

- **Cumulative GPA:** 3.96/4.0

PROFESSIONAL EXPERIENCE

ByteDance Inc. | TikTok

San Jose, CA

Product Operations Intern - TikTok Search

June 2026 – August 2026

- Owned end-to-end TikTok Search operations for UK and Germany during the 2026 FIFA World Cup; built a dual-signal framework to prioritize 40+ daily trends across 550+ queries, drove 132M impressions at 4.78% search impact, 12% above global benchmark
- Designed and operated 127 Match and Player Search Hubs (search landing page) based on user intent and local market insights, optimizing content structure and video selection to generate 27.3M PV at 32.6% CTR, 16% above the global benchmark
- Owned 0→1 development of an internal API- and AI-powered sports operation platform, automating event prioritization and updates across 16 major sports leagues, covering 2,000+ matches, reaching 80%+ adoption among internal subscribers
- Identified gaps in Trending Chart performance and Search Hub intent through user data, A/B testing, and competitive analysis; partnered with Product, Engineering, and Design to translate operational insights into prioritized product requirements.

ByteDance Inc. | TikTok

New York, NY

Content Strategy Intern - Lemon8

Jul 2025 – Dec 2025

- Created weekly insights across 12 verticals using internal dashboards to assess audience behavior, driving a 12% impressions growth
- Conducted competitor and market research, delivering weekly category reports on benchmarks and growth opportunities.
- Built a streamlined framework for evaluating top-performing posts, improving pattern recognition and content strategy alignment

Highlighted Project Experience

- Identified a high-potential Social News category through platform monitoring and validated it via market and competitor analysis
- Proposed and piloted an expansion plan; operated 3 accounts, create 50+ gallery posts (photo-text content) on social news weekly, averaging 70k+ views and 300+ engagements per post, gaining +5k followers and raising audience consumption by 14%

ByteDance Inc. | CapCut

Shenzhen, Guangdong

Content Operations Intern - Hypic

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), generating 15M total reach at \$4-\$6 CPM

EXTRACURRICULAR ACTIVITIES

Independent Creator

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

New York & Boston, US

Special Events Assistant

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

- **Software/Technical Tools:** SQL, Tableau, Python, Adobe Creative Suite, Canva, MS Office Suite, Excel (pivot tables, dashboards), Google Suite, Figma, AI/LLM Tools (ChatGPT, Claude), Cursor, Midjourney, CapCut AI
- **Skills:** Product strategy, product analytics, content strategy, competitive analysis, market research, data visualization, AI workflow automation, influencer partnerships, cross-functional collaboration
- **Language:** English (native), Chinese Mandarin (native), Chinese Cantonese (native)
- **Interests:** Dancing (jazz), tennis, volleyball, hiking, swimming, photography, reading/writing