Adrienne Yan

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*Authorized to work in the U.S. without employer sponsorship

PROFESSIONAL SUMMARY

Integrated Marketing Communications master's candidate with experience in consumer insights, marketing analytics, and brand strategy. Combines analytical rigor with creative problem-solving to uncover growth opportunities and translate market insights into actionable marketing strategies.

EDUCATION

Northwestern University Evanston, IL
*Master of Science in **Integrated Marketing Communications** | GPA: 3.94/4.00* Dec 2026

- **Relevant Courses:** Marketing Metrics, Marketing Research, Consumer Insights, IMC Strategy, Data Analytics, Media Marketplace, Digital Marketing Activation

Peking University Beijing, China
*Bachelor of Literature in **Journalism** | GPA: 3.70/4.00* Jun 2024

- **Relevant Courses:** Brand Studies, Principle of Marketing, Market Survey, Communication Research Method

TECHNICAL SKILLS

Excel, R/RStudio, Tableau, Python, Google Workspace, Brandwatch, Canva, Claude Code

PROFESSIONAL EXPERIENCE

Graduate Marketing Team Consultant Evanston, IL
Caribou Coffee, Northwestern University Jun 2026 – Aug 2026

- Analyzed 113M+ transaction-level customer behavior data across 37 new stores and conducted 6 stakeholder interviews to identify growth barriers and inform launch strategies.
- Developed a Competition Index combining competitor density and local demographics to segment markets and tailor marketing strategies.
- Independently built a 26-week financial forecast and KPI framework to evaluate marketing investments, model customer acquisition, and guide budget decisions.
- Proposed and built an interactive digital playbook using Claude Code, translating analytical findings into actionable, cross-functional workflows and client-ready deliverables.

B2B Marketing Intern Beijing, China
Baidu Aug 2023 – Dec 2023

- Developed integrated marketing plans for a flagship B2B campaign, coordinating channel strategy and content rollout that contributed to 50M+ campaign impressions.
- Proposed a WeChat storytelling initiative adopted into the campaign strategy, publishing 15+ interview-based client success stories contributing 50K impressions.
- Collaborated with creative teams on 30+ campaign assets, aligning marketing priorities, messaging, and visual designs across stakeholders.

Social Media & Community Management Intern Beijing, China
Chinese Football Association July 2022 – Sept 2022

- Managed content calendars and produced platform-specific content across 7 social channels, supporting audience engagement and contributing to 5% monthly follower growth.
- Analyzed videos and livestream performance weekly using Excel, tracking completion rates, peak viewership, and engagement metrics to optimize channel strategy, contributing to 4.6% monthly engagement growth.

LEADERSHIP AND INVOLVEMENT

Graduate Marketing Team Consultant Evanston, IL
World Economic Forum Global Future Council on Energy Nexus, Cause Marketing Initiative Feb 2026 – May 2026

- Conducted 6 expert interviews and synthesized qualitative insights to develop audience-specific messaging and communication recommendations.

Student Podcast Lead Beijing, China
Peking University Mar 2023 – June 2023

- Led an 8-member team to launch Peking University's first official student podcast, generating 70K listens through content planning, guest coordination, and interview production.