

Yan Lin

Digital Marketing · SEO & Content · International Markets

Paris, France · lcly917@hotmail.com · +33 7 82 03 07 88

Mandarin Chinese (native) · English (C1) · French (working proficiency)



PROFESSIONAL EXPERIENCE

Marketing & Communication Assistant | Emraude Agency

Digital learning agency · Paris | 02/2026 - 07/2026

- **SEO & Content:** keyword research, on-page optimization, editorial planning and GEO / LLM search visibility for B2B content.
- **Paid Search / PPC:** set up and managed Google Ads campaigns, including budget monitoring, CTR and conversion tracking.
- **Web & Social:** created conversion-oriented landing pages and web copy in WordPress / Storyblok; managed content across LinkedIn, Instagram, TikTok, YouTube and X.
- **AI & Creative:** used generative AI for content and visual production and to support marketing workflows.
- **Projects & Reporting:** supported digital and event projects with stakeholder coordination; contributed to KPI reporting and the annual marketing review (GA4).

Business Development Representative | Designers Direct

Paris | 05/2024 - 05/2025

- B2B lead generation, international prospecting and pipeline follow-up; supported prospect meetings and relationship development around Paris Fashion Week.

Social Media Specialist, China Market | Cosmarama Productions

Remote | 05/2024 - 10/2024

- Built Xiaohongshu (RedNote) content strategy for a public figure, reaching 1M+ monthly views within one month.

International PR Assistant | L'appart PR

Luxury & fashion PR agency · Paris | 08/2023 - 12/2023

- Press and media coordination, influencer partnerships, showroom operations and brand activations.
- Contributed to strategic recommendations for client brands.

Partnerships & Event Coordinator | HiShorts! Film Festival

Xiamen, China | Seasonal, 2019 - 2021

- Sponsorship acquisition and partnerships with media and cultural institutions.
- Celebrity hospitality, press relations and on-site social content production.

Live Production Intern | Mango TV

Changsha, China | 06/2020 - 08/2020

- Coordinated celebrity live performances and negotiations with international artists.

EDUCATION

Paris-Saclay University · M2 Sport, Leisure & Event Management · 2025 - 2026

EDHEC Business School · MSc Creative Business & Social Innovation · 2022 - 2024

Jimei University · Bachelor, International Economy & Trade · 2018 - 2022

SKILLS

Digital: SEO · Paid Search / PPC · Content Marketing · Social Media · Email / CRM · B2B Prospecting

International & Comms: China Market · International Business Development · PR & Media Relations · Stakeholder Coordination

AI & Creative: Generative content, image & video · ChatGPT · Gemini · Claude Design / Cowork / Code · Midjourney · Seedance

Tools: Google Ads · Ahrefs · WordPress · Storyblok · Brevo · GA4 (basic) · Figma · Canva · Adobe Express · CapCut · Miro · Launchmetrics

ADDITIONAL

Marketing Intern, INTERNI Magazine

Freelance AI Model Trainer, Outlier AI · 01/2025 - Present · AI model evaluation and data annotation

Volunteer: Golden Rooster Awards · Andy Warhol Exhibition · Crossroad Music Festival