

Linghan Yang

Boston, MA 02215 | linghan0310@gmail.com | +1(718)-980-8463 | [LinkedIn](#)

EDUCATION

Boston University, Boston, MA

May 2025

Candidate for Master of Science in Marketing Communication Research

GPA: 3.9

Certification: Graduate Certificate in Data Analytics

Relevant Courses: Advanced Communication Research, Sampling Design and Measurement Techniques, Analytics and Data Visualization, Machine Learning, Data Mining

University of International Business and Economics, Beijing, China

September 2019 - June 2023

Bachelor of Economics in International Economics and Trade

GPA: 3.2

TECHNICAL SKILLS

Programming & Analytics: Python, R, SQL, SPSS, Stata, Ads Manager, Google Analytics

Visualization & Design: Canva, Wix, Axure, Figma, Qualtrics, XMind, Tableau, Midjourney

PROFESSIONAL EXPERIENCE

Bluefocus Intelligent Communications Group Co., Ltd., Beijing, China

April 2023 - July 2023

Overseas Media Advertising Optimization - Internship

- Boosted targeting accuracy by 36–59% and reduced overall unit cost by 20% for Vivo’s overseas marketing campaigns by customizing and continuously monitoring using Ads Managers across Meta, YouTube, SEM, and TikTok.
- Performed in-depth competitor research on 3C products (OPPO, Samsung), analyzing ad performance metrics, consumer segmentation, and budget allocation strategies to refine targeting and optimize campaign investments.
- Leveraged advanced Excel techniques to build comprehensive visual dashboards that delivered actionable insights, enabling daily campaign adjustments and continuous performance optimization.

Beijing Career International Co., Ltd., Beijing, China

July 2021 - September 2021

Data Analyst - Internship

- Boosted operational efficiency by 60% by revamping data visualization processes and streamlining the product acquisition workflow, leveraging Azure and XMind to develop comprehensive PRDs and page prototypes.
- Unified 126 disparate tables from the Hewa website’s backend database to lay the groundwork for an innovative "template supermarket," then engineered four standardized, directly-importable templates that expedited data processing and enhanced overall system functionality.

PROJECT EXPERIENCE

Research on AI Integration in Marketing Communication

September 2024 - December 2024

Boston University, Boston, MA

- Investigated how marketing professionals adopt generative AI through desk research, ethnography, and an 8-person focus group at BU’s College of Communication, identifying key usage patterns and barriers.
- Drafted a research brief, multiple blog posts, and client updates to deliver detailed recommendations for AI adoption in marketing workflows, and designed infographics with Canva while creating persona visuals with Midjourney to illustrate user segments and trends.
- Analyzed AI’s role in brainstorming, content creation, and workflow automation—revealing efficiency gains, creative boosts, and limitations—and presented findings to industry and academic audiences, spurring discussions on AI’s evolving impact.

Creative Marketing Communication Summer School

June 2024 - July 2024

Peking University, Beijing, China

- Managed a 4-day TikTok-based non-profit ad campaign and developed effective ad strategies with a 4000-yuan budget to raise awareness and funds for children with congenital heart disease, generated over 11,000 yuan in donations, achieving an impressive ROI of 2.8.

Research on Online Flight Booking for Booking.com

January 2024 - May 2024

Boston University, Boston, MA

- Explored factors influencing college students’ online flight ticket purchase intentions on Booking.com using the UTAUT model; surveyed 126 students, applied the Red Flag Approach for reliability and validity, and performed multiple linear regression in SPSS and R.
- Identified performance expectancy and effort expectancy as key predictors, explaining 45.8% of the variance; provided strategic recommendations to Booking.com and proposed extending the UTAUT model with additional latent variables.