

YIQUAN FENG

University of Southern California 2027

BFA, Graphic Design | Minor in Marketing

University of the Arts London | Study Abroad Spring 2026

BA, Graphic Media Design

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EXPERIENCE

MARKETING & BD INTERN (GROWTH & CREATIVE FOCUS) | *DITTO*

MAY 2026 - PRESENT

- Designed launch assets and merchandise to support AI product launches and fundraising initiatives.
- Developed pitch decks and investor-facing presentations to communicate product positioning, brand narratives, and growth strategies
- Adapted creative assets for TikTok, Instagram, and cross-functional marketing campaigns to enhance audience engagement
- Contributed to user growth initiatives and investor-facing materials during a \$9.2M fundraising round

DESIGNER & MARKETING STRATEGIST | *TROJAN MARKETING GROUP*

AUG 2025 - PRESENT

- Conducted competitive research, audience analysis, and cultural trend reviews to inform campaign strategies and creative positioning
- Developed campaign concepts, creative briefs, presentations, and storytelling materials for client pitches
- Produced branded print, merchandise, and event assets while coordinating creative revisions within a 17-person team
- Collaborated with strategy, design, and production teams to execute integrated campaigns reaching 500+ participants from concept to execution.

DIGITAL MARKETING & DESIGN INTERN | *QUALIA CONTEMPORARY ART*

JUNE 2026 - PRESENT

- Managed bilingual social media operations across Instagram, RED, and WeChat, localizing content for different user communities.
- Translated and adapted exhibition texts, video scripts, and marketing content across digital platforms.
- Designed social media graphics, marketing materials, and edited videos to support gallery campaigns.
- Collaborated cross-functionally on exhibition preparation, gallery operations, and artist events.

DESIGN & MEDIA DIRECTOR | *USC CHINESE STUDENT ASSOCIATION*

JAN 2024 - PRESENT

- Managed official Instagram and WeChat channels to develop content strategies and drive student engagement.
- Led promotional campaigns for Lunar New Year Gala, Mid-Autumn Festival, and Welcome Week events with 500+ attendees
- Created print, digital, and social media marketing assets while maintaining consistent event branding.
- Coordinated campaign timelines and creative deliverables with event, media, and marketing teams.

CONTENT CREATOR | *ANNENBERG MEDIA*

JAN 2025 - DEC 2025

- Produced and edited short-form video content from concept development to final delivery using Premiere Pro.
- Managed footage, graphics, and production assets while coordinating fast-paced content workflows.
- Analyzed audience performance insights to optimize creative packaging and improve engagement.
- Produced videos achieving 5K+ views and 300+ likes while contributing to 500+ new followers.

ART DIRECTOR & MARKETING | *ORIGINAL SERIES "7 DAY COUPLE"*

MAR 2025 - OCT 2025

- Led visual identity development, creative direction and creative strategy for a student-produced reality show across social media platforms
- Designed key visuals, posters, digital assets, and promotional materials to support audience acquisition and content promotion.
- Coordinated with producers, editors, and marketing teams to ensure consistent brand storytelling across campaign materials
- Developed promotional content generating 10K+ views and 600+ engagements through cross-platform distribution

AWARDS

- Scholastic Art & Writing Awards
- Celebrating Art Awards
- XuBeiHong Awards
- Dean's List

SKILLS



Photoshop



Illustrator



InDesign



After Effects



Premiere Pro



Blender



Figma



Procreate



Keynote



Powerpoint



HTML



CSS



Microsoft Office



English



Mandarin