

YUAN (AMY) REN

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EDUCATION

University of Chicago Booth School of Business, Chicago, IL

Aug 2026 – Jun 2027

Master in Management (MiM) | Marketing Concentration

The University of Chicago, Chicago, IL

Sep 2024 – Jun 2026

Bachelor of Arts in Sociology | Minor in Media Arts and Design | GPA: 4.0/4.0

Courses: Web Design; AI + Video; Text Mining using R; Statistics with Python; Regression Analysis

Honors: Summa Cum Laude; Phi Beta Kappa; Gary Becker Scholar; Dean's List; Humanities UX Career Program (selective)

WORK EXPERIENCE

Ashford Media Group, Chicago, IL

Mar 2025 – Present

Digital Marketing & Strategy Intern

- Designed and executed AMG's client acquisition strategy from the ground up: audited agency positioning, developed a three-pillar content framework, and drove 50+ posts to 1,300+ followers and 9,000+ reach in four months.
- Designed and deployed an agency-wide operations system in Notion, automating workflows across every department and replacing manual coordination throughout.
- Managed social media accounts for a law firm and a nonprofit end-to-end; produced creative assets in Canva and CapCut for 10+ additional clients, campaigns averaged 20K+ views.

Algood | Lgyorway, Remote

Jan 2026 – Present

Cross-Border Marketing Consultant

- Developed U.S. market entry strategy and brand positioning for Lgyorway, a Chinese industrial equipment brand: brand story, listing copy, and Q&As live on Amazon; store reached \$229.9K in sales and 703 units sold in the past 12 months, +407% YoY.
- Researched Amazon's AI assistant Rufus through official documentation and direct testing; discovered it prioritizes scene-based queries over traditional keywords — insight built into a live listing optimization framework.

The University of Chicago Law School, Chicago, IL

Jun 2026 – Present

Communications Office Intern

- Produce and edit short-form video content for the law school's social channels, shifting from a static-post approach to video-first content with branded title and end cards to improve viewer experience and marketing reach.
- Benchmarked 15 top-ranked U.S. law school websites: evaluated navigation design, visual hierarchy, and information architecture to develop recommendations for an upcoming UChicago Law website redesign.

Shanghai Media Group (SMG), Shanghai, China

Jun 2025 – Aug 2025

Local News Department Intern

- Supported live news broadcasts twice weekly; produced and reported 20+ stories aired during prime-time, including investigative coverage on government accountability.
- Extended broadcast content to short-form video and WeChat; one piece reached 10K+ views.

LEADERSHIP & ACTIVITIES

MODA (UChicago Fashion Organization), Chicago, IL

Oct 2025 – Jun 2026

Treasurer

- Managed budgeting, reimbursements, and fundraising for a 100+ member organization, with financial planning aligned to brand and event strategy.

Chinese Scholars and Students Society (CSSS), Charlottesville, VA

Aug 2022 – May 2025

Internal Vice President

- Led internal operations for a 50-member, six-department organization; oversaw full execution of 6+ annual cultural events (200+ attendees each), managing venue selection, staffing, procurement, logistics, and on-site coordination end-to-end.

SKILLS

Media & Design: Adobe Creative Suite, Canva, CapCut, Figma; proficient with AI creative tools

Analytics & Platforms: Excel (advanced), STATA (advanced), PowerPoint (advanced), Python (basic), R (basic); Notion (advanced), Loomly (advanced), Zoho CRM (basic)

Languages: Mandarin Chinese (native), English (native), Spanish (basic)