

Rachel Lin

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EDUCATION

Boston University College of Communication & College of Arts and Sciences, Boston, MA May 2025

Bachelor of Science in Public Relations

Bachelor of Arts in International Relations || Honors: *Dean's List*

Activities: *Verge Chinese Dance, BU International Student Peer Mentor, Tied to the Roots Podcast*

EXPERIENCE

Boston University Department of Public Relations, Boston, MA January 2023 - Present

Public Relations Intern

- Draft compelling posts for Twitter, Facebook, and LinkedIn, press releases, and coverage reports for research-based articles and faculty thought leadership, translating groundbreaking studies to be more appealing to the general public
- Compose strategic media lists and craft impactful pitches, reaching over 100 publications
- Run 5 monthly paid media ads and assist with search engine optimization using software to drive converging traffic

Boston University PRLab, Boston, MA January 2023 - Present

Account Executive

- Implement and present an extensive public relations plan to the client (Armoire Style) to increase TikTok engagement by 20%, obtain 2 influencer partnerships, and secure at least 5 positive media coverages via publications and podcasts
- Establish a corporate brand ambassador program within the target audience to promote organizations internally

Migration Tales Nonprofit, Boston, MA February 2022 - Present

Marketing Chair

- Spearhead social media activity on Instagram; posts include themed weekly graphics, articles, and information about current US immigrant policies, increasing followers exponentially by 20%
- Upkeep a monthly social content calendar to distribute among the team, as well as delegate marketing tasks to improve group efficiency and structure

Charcoal Magazine, Boston, MA January 2022 - Present

Insight Strategist

- Assess DEI media climate, deliver trend analysis of current digital accounts, and offer marketing plans for launch events, fashion shows, and print publications. Suggestions led to a 40% increase in followers across platforms
- Conceptualize and launch media campaigns that celebrate young artists of color; tasks include conducting interviews, overseeing photoshoots, and writing articles for an external web series

ORGANIZATIONS

Alpha Kappa Psi Professional Business Fraternity, Boston, MA December 2022- Present

D&I Committee

- Organize a workshop focusing on microaggressions and diversity in the workplace for over 100 recruits at DE&I Night to emphasize transparency within the organization
- Facilitated thoughtful networking sessions around D&I among a community made up of numerous backgrounds

BU Public Relations Student Society of America, Boston, MA August 2022 - Present

Programming Coordinator

- Curate a diverse event schedule, direct live guest meetings by leading thoughtful Q&A sessions; including industry networking opportunities, career panels, resume-building experiences, and social bonding occasions
- Perform outreach to 20+ university alumni, faculty, and PR professionals through contact to maintain speaker retention and organization reputation. Arrange availability, technical accommodations, and participants

SKILLS

Software: Premiere Pro (proficient), Canva (proficient), Python (intermediate), Basecamp, Muck Rack

Certifications: Digital Marketing (HubSpot), Basics of Media Relations & Social Media (Muck Rack),

Languages: Mandarin (conversational), English (fluent)

Interests: Social Enterprises, DIY Crafts, Podcasts, Live Music, Cultural Food