

# Rachel Lin

(919) 987-0205 | r4chel@bu.edu | Boston, MA, 02215 | www.linkedin.com/in/rachelqlin | rachel-lin.com

## 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* || GPA: 3.78 || Honors: *Dean's List*

Activities: *Migration Tales Nonprofit, Charcoal Magazine, Tied to the Roots Podcast, International Affairs Association*

## EXPERIENCE

---

**FINN Partners**, Remote September 2023 - December 2023

*Public Affairs PK-12 Education Intern*

- Collect and send out 15+ comprehensive news clips of current events/trends relating to K-12 education policy, equity, and school choice from national and international trade outlets, supporting informed decision-making for the practice
- Generate thought-provoking pitches and informative press releases to establish awareness in the education industry
- Prepare materials in speaker submissions at conferences and events, effectively promoting our clients' expertise and augmenting their visibility within key forums to encourage reform and targeted advocacy

**5W Public Relations**, New York, NY June 2023 - August 2023

*B2B Technology Intern*

- Assisted a 37-person team with pitching, bylines, press releases, and briefing documents for client interviews
- Compiled media lists catered towards tech industry-related pitches, spanning across top-tier to local publications and broadcast stations, and resulting in over 10 media placements (i.e. Forbes, Reuters, Good Morning America)
- Performed media monitoring for cybersecurity, ad tech, branding, and AI chat software accounts such as Lippincott & Zeta Global, delivering weekly newsjacking, thought leadership, and pitching opportunities

**Hackrah Media, Impact Marketing Agency**, Boston, MA January 2023 - Present

*Project Manager*

- Oversee client timelines and deliverables by targeting Gen-Z through revamping the brand's social media presence, leading to a 122% increase in followers and 3 influencer collaborations for Yi Fang Taiwanese Fruit Tea
- Spearhead the launch of a partnership program with similarly-aligned organizations, resulting in 2 official partners

**Boston University Department of Public Relations**, Boston, MA January 2023 - September 2023

*Public Relations Intern*

- Curated weekly compelling social media posts for Twitter, Facebook, and LinkedIn, as well as higher education blog posts and pitches, translating research-based articles and studies into appealing content for the general public
- Managed monthly paid media ads and assisted with search engine optimization to increase website traffic

## LEADERSHIP

---

**Boston University PRLab**, Boston, MA June 2023 - December 2023

*Account Director of Social Media*

- Act as a source of high-level support for 6 client account teams, facilitating positive relations and conflict resolution
- Formulate a social media strategy across professional platforms with a 1K+ following through diversified multimedia to elevate PRLab's mission, reputation, and industry-leading results, attracting new business clients

**Alpha Kappa Psi Professional Business Fraternity**, Boston, MA May 2023- December 2023

*Diversity, Equity, and Inclusion Director*

- Organize a workshop focusing on imposter syndrome and diversity in the workplace for over 100 recruits
- Handle crisis communications, manage representative responses, and draft statements recognizing current events
- Guide thoughtful DE&I networking, learning sessions, and social events among a community of various backgrounds

## SKILLS

---

**Software:** Muck Rack, Microsoft Suite, Canva (proficient), Meta Business Suite, Python (intermediate), Wix (proficient)

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

**Languages:** Mandarin (conversational), English (native)

**Interests:** Social Enterprises, DIY Crafts, Food, Technology