

Christine Shin

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EDUCATION

Northwestern University, Evanston, Illinois

Expected December 2027

B.S. in Journalism and International Studies, Integrated Marketing Communications & Design Certificates, 3.94/4.00

WORK EXPERIENCE

Kraft Heinz | *Marketing Intern* | Chicago, Illinois

June 2026 – present

- Spearheaded brand activation strategies for the Away From Home (AFH) division, managing partnerships with the NFL and Live Nation to drive foot traffic across national chain restaurant accounts.
- Collaborated cross-functionally with sales, insights and agency partners to co-develop integrated B2B2C marketing campaigns, leveraging cultural touchpoints to increase brand visibility at the point of sale.

Northwestern Admissions | *Marketing and Social Media Content Creator* | Evanston, Illinois

May 2025 – present

- Produced and edited social media posts and short-form video content for Northwestern Admissions' official Instagram (@northwesternadmissions), generating 6.4M+ total views and a 200% increase in profile activity.
- Built partnerships with student organizations to showcase authentic stories and campus life, and managed the admitted-students Instagram account (@northwesternwildcats2030) to foster community and connection.

Lewkin | *Marketing and Public Relations Intern* | Seoul, Korea

June 2025 – August 2025

- Managed and negotiated partnerships with 200+ global influencers, driving brand visibility and engagement.
- Spearheaded expansion into a new male demographic, driving a 2x increase in male sales by leading trend research, competitive analysis and two targeted social media campaigns on TikTok that amassed 6M views.
- Produced social media content, contributing to a total growth of 36K+ followers on Instagram and TikTok.
- Conducted SEO optimization and implemented strategies to boost site traffic and improve search rankings.

Musicade | *Brand Marketing and Storytelling Intern* | Chicago, Illinois

March 2025 – June 2025

- Developed brand-aligned campaigns that contributed to Musicade's \$20k in early revenue.
- Created branded social content that helped convert 83% of site visitors into registered users.
- Designed and executed storytelling strategies to drive awareness and adoption among a millennial-led audience (~30.7 avg. age) and expanded presence across six cities and one international market.

LEADERSHIP EXPERIENCE

Institute for Student Business Education (MARK) | Evanston, Illinois

Vice Director of Engagement

March 2026 – present

- Directed daily operations and internal strategy for Northwestern's premier undergraduate marketing agency, overseeing a cross-functional team of 30+ members to deliver creative solutions for diverse clients.
- Managed communications and social media, driving 2,400% more profile visits and a 40% increase in followers.
- Spearheaded community-building initiatives, increasing member retention and a stronger organizational presence.

Project Manager

October 2024 – March 2026

- Led a five-member analyst team, managing client communication and ensuring timely, data-driven insights.
- Launched social media presence from the ground up, developing a comprehensive brand guide and increasing followers by 4800% and reaching 80% non-followers through strategic content and short-form videos.
- Spearheaded B2B catering partnerships and campus outreach for events with 200+ participants, successfully boosting brand awareness and in-store sales while expanding market share among the student demographic.

nuAZN Magazine | *Publisher* | Evanston, Illinois

October 2024 – June 2026

- Managed budgeting and financial planning to distribute 900+ copies of campus-wide Asian-interest magazine.
- Led the corporate team, managing marketing, advertising and fundraising strategies, while coordinating cross-functional efforts to boost brand visibility, driving a 50% increase in Instagram followers.
- Negotiated and managed over \$5,700 in advertising sales with local businesses and fundraising initiatives.

SKILLS & INTERESTS

Skills: Adobe Premiere Pro, Final Cut Pro, Microsoft Office Suite, Python, CSS, HTML, JavaScript, Adobe Lightroom

Interests: Photography, Journaling, Clarinet, Vlogging, Scrapbooking, Soccer, Cooking