

Renee Chen

Los Angeles, CA | (949) 609-9233 | <https://www.linkedin.com/in/reneechen221/> | chen.renee@gmail.com
<https://www.reneechencreativeportfolio.com/>

PROFESSIONAL EXPERIENCE

Apture

Los Angeles, CA

Global Product Marketing Coordinator

March 2025-November 2025

- Coordinated 10+ global brand campaigns across 6 regions, driving 60% increase in event lead capture through optimized campaign execution and rollout strategy
- Managed end-to-end production workflows, including timelines, asset pipelines, and cross-functional deliverables across marketing, creative, and engineering teams
- Built and maintained campaign dashboards, calendars, and asset libraries, improving visibility into project status, deadlines, and stakeholder feedback
- Partnered with creatives to develop social-first content and campaign extensions, aligning with platform trends and audience behaviors
- Synthesized campaign performance data into KPI reports and executive presentations, translating insights into actionable recommendations

NBCUniversal

Los Angeles, CA

TV Music/Promo Services Intern – Universal Studio Group

September 2023-December 2023

- Supported high-impact global promo campaigns tied to major IP (Olympics, NFL, NASCAR), coordinating 20+ music licenses under tight production deadlines
- Maintained promo calendars, metadata systems, and digital asset workflows, ensuring accuracy and timely delivery across production, marketing, and legal teams
- Coordinated asset trafficking and deliverables, ensuring all materials met technical specs for multi-platform distribution
- Assisted in executive scheduling, meeting prep, and documentation, supporting fast-paced production environments with discretion and efficiency

Warner Music Group

Los Angeles, CA

Visual Media Licensing Intern

June 2023-August 2023

- Coordinated 10+ licensing deals for Film/TV placements (Hulu, Lionsgate), aligning creative assets with marketing and distribution timelines
- Managed and QA'd digital asset libraries and metadata systems, ensuring consistency across global campaigns
- Conducted trend and audience research across streaming platforms and DSPs, informing content and growth strategies
- Developed performance reports and pitch materials, supporting internal storytelling and creative-decision making

Baseline Co.

Los Angeles, CA

Digital Marketing Intern

June 2022-September 2022

- Executed multi-platform social campaigns (Instagram, TikTok, Facebook), increasing engagement by 60% through platform-native content strategies
- Concepted and produced short-form video and copy-driven content, leveraging trends and audience insights to drive reach
- Managed creative asset trafficking and QA, ensuring brand consistency and accurate deployment across channels
- Contributed to creative decks, campaign concepts, and post-campaign recaps, supporting strategy and storytelling

PROJECT INVOLVEMENT

USC Marshall School of Business

Los Angeles, CA

Digital Marketing Strategist – NBCUniversal Peacock

Jan 2024-May 2024

- Conducted international audience segmentation and competitive analysis, identifying retention opportunities post-major live events
- Developed SEO and digital engagement strategies, increasing content discoverability and audience reach
- Concepted 8-10 social first campaign ideas (TikTok, Instagram) rooted in emerging trends and platform behaviors
- Delivered executive-level presentations, translating insights into clear, creative, and strategic recommendations

EDUCATION

University of Southern California, Marshall School of Business

Los Angeles, CA

Bachelor of Science in Business Administration, with emphasis in Marketing

May 2024

Minors in Cinematic Arts and Music Industry

Erasmus University Rotterdam School of Management

Rotterdam, Netherlands

Semester Study Abroad

January 2023-June 2023

SKILLS AND INTERESTS

Skills: Adobe Premiere (advanced), Adobe Photoshop (advanced), Excel (advanced), Airtable (advanced), Asana (advanced)

Interests: Digital photography, film production, content creation, film scores, travel, hiking, piano