



KAREN LAI

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

Bachelor of Science: Advertising
Certificate: Business Foundations

2015 - 2019

TEXAS CREATIVE

Program within the Stan Richards School
of Advertising & PR focused on creating
integrated advertising campaigns

2017 - 2019

ADDITIONAL EXPERIENCE

4A'S MAIP FELLOW

Participated in a 12-week virtual training
course and attended weekly labs at
various advertising agencies in Chicago

THE ONE CLUB CREATIVE BOOTCAMP

Worked with a team to develop an
integrated campaign for a real client
(Harry's) given by GSD&M

SKILLS

Illustrator, Photoshop, Lightroom,
InDesign, Photography

CONTACT

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WORK EXPERIENCE

R/GA CHICAGO | June 2018 - Present
Strategy Intern

- Conduct social listening and compile research decks
- Write internal and client facing bi-weekly newsletters on platform updates, advertising campaigns, and breaking news in social
- Facilitate community management and UGC acquisition for organic social posts

TEXAS STUDENT MEDIA | Sept. 2018 - Dec. 2018
Student Advertising Account Executive

- Sold advertising time and space in TSM media outlets (i.e., The Daily Texan, Texas Travesty, KVRX Radio, TSTV)
- Maintained relationships with clients through Zoho

UT ENERGY OLYMPIAD | 2016 - 2017
Graphic Designer

- Created logo to be used on all publicity materials
- Designed various documents associated with the event

LEADERSHIP & ACTIVITIES

TEXAS ADVERTISING GROUP | 2016 - Present
Member

- Attended weekly meetings with guest speakers from companies and agencies
- Developed connections with professionals and peers

ASIAN BUSINESS STUDENTS ASSOCIATION | 2015 - 2018
Publicity Team Member

- Designed flyers, posters, and other media for upcoming events and affiliated organizations