



KAREN LAI

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

Bachelor of Science: Advertising
Certificate: Business Foundations

May 2019

TEXAS CREATIVE

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

Spring 2017 - Present

UNIVERSITY OF SUSSEX

Brighton, UK

Exchange student in the School of
Business, Management & Economics

Sept. 2018 - Dec. 2018

SKILLS

Illustrator, Photoshop, Lightroom,
InDesign, Photography

CONTACT

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WORK EXPERIENCE

R/GA CHICAGO | June 2018 - Aug. 2018
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
- Construct a creative brief and execute a social media fundraising campaign for a local nonprofit organization

TEXAS STUDENT MEDIA | Sept. 2017 - Dec. 2017
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 the 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