



# KAREN LAI

## EDUCATION

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### 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

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Illustrator, Photoshop, Lightroom,  
InDesign, Photography

## CONTACT

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214. 564. 4638

## WORK EXPERIENCE

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**R/GA CHICAGO** | June 2018 - Aug. 2018  
Strategy Intern

- Conducted social listening and compiled research decks
- Wrote internal and client facing bi-weekly newsletters on platform updates, advertising campaigns, and breaking news in social
- Facilitated community management and UGC acquisition
- Constructed a creative brief and executed 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

## ADDITIONAL EXPERIENCE

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**MOODY HONORS STUDENT COUNCIL** | 2019  
Graphic Designer

- Developed the organization's primary logo
- Constructed branding guidelines deck (logo, typeface, colors)
- Produced print/digital signage and social media templates

**UT ENERGY OLYMPIAD** | 2016 - 2017  
Graphic Designer

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

**ASIAN BUSINESS STUDENTS ASSOCIATION** | 2015 - 2018  
Publicity Team Member

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