

Lin Lin

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[Linkedin](#) | [Portfolio](#)

EDUCATION

Simon Fraser University

Bachelor of Business Administration, Marketing & MIS

April, 2027

Burnaby, BC

- Axis Consulting Mentorship, Case Competition Training, Protege Leadership, BASS Mentorship
- SMA Brandstorm 2025 (1st place), BUS 201 2023 (1st place), BMP Pitch Off 2024 (3rd place)

EXPERIENCE

Instagram & Tiktok

Content Creator

November 2025 – Present

Burnaby, BC (Remote)

- Generated **6M+ views** on UGC and personal brand content.
- Grew a personal career-advice content platform to **6K+ followers** by creating content on career development and providing 1:1 mentorship to aspiring creators and younger students.

Ditto

Growth Intern

May 2026 – July 2026

San Francisco, CA

- Owned the organic content engine for an AI matchmaking app serving college students, scripting and producing **60+ short-form videos** for TikTok and Instagram that drove **2M+ views** and **1000 new user signups**.
- Built a reusable hook and script framework in Notion that standardized content production, **reducing turnaround per video by 10%** and **lifting average watch-through rate 20%**.
- Executed technical SEO improvements on the Ditto site including canonical tags, and meta title and description optimization, **increasing indexed pages from 8 to 46** and **monthly organic impressions from 2000 to 4300** in Google Search Console.

Unify Social

Head of Growth

August 2025 – Present

Burnaby, BC

- Lead growth for a mobile app helping newcomers to Canada access trusted resources, community, and step-by-step settlement guidance, while **leading a marketing team of 7**
- Scaled content across **7 channels**, **increasing reach by 1,000%**, and **700+ app downloads**.
- Designed a campus ambassador program across **6 universities**, managing **17 ambassadors** who created UGC content and hosted **6 campus events**.
- **Increased organic traffic by 20%** by spearheading **AEO/AIO optimization** across website and blog content.
- Led **40+ customer discovery interviews** and onboarded **30+ beta testers**, using insights to refine Unify's product

Enterprise Mobility

Project Manager - SFU BUS 361 (Project Management)

January 2026 – March 2026

Vancouver, BC

- Led a campus recruitment campaign for Enterprise Mobility's Management Trainee Program, reaching **1,000+ SFU students** and driving **100+ applications** through classroom presentations and a booth activation.
- Implemented PM methodologies with timeline, risk mitigation, and success metrics, and strategic recommendations.

EXTRACURRICULAR

Enactus - SFU Chapter

Project Manager

October 2023 – April 2025

Burnaby, BC

- Led a **team of 6** to launch a circular economy product "Better Bar" converting used cooking oil into eco-friendly soap.
- Established partnerships with **3+ restaurants** to source used cooking oil and build a sustainable supply pipeline.
- Promoted through campus campaigns and community events, **selling out inventory at 5 local markets**.
- Managed project timelines, stakeholders, and incorporating customer feedback from **50+ market interactions**.
- Coordinated Enactus SFU's flagship event "Forward Vision" with Microsoft, hosting **100+ attendees**, **40+ industry professionals**, and earning **SFU Beedie's 2024 Event of the Year**

Rotary International

Workshop Facilitator & Marketing Coordinator

September 2018 – April 2025

Gibsons, BC

- Marketed and led leadership workshops for **250+ underprivileged youth** at the Rotary Youth Leadership camp.
- **Led 150+ members** as Interact VP, **fundraised \$13,000**, and secured **\$2,000 in sponsorships**.

SKILLS

- **Hubspot Academy Certifications:** Marketing (Digital, Content, Software, Email), Inbound, Social Media I & II, Revenue Operations, Service Software, Sales Representative
- **Applications:** Capcut, Canva, Figma, Google Workspace, Animaker, Word, PowerPoint, Excel, Buffer, GA4. Meta Business Suite, PostHog, NIMT, Claude Code/Cowork