

# Nina Dym

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## EDUCATION

### **Northeastern University** *Business Administration & Design, B.S.*

May 2023 | GPA: 3.8

Concentrations in Marketing  
& Graphic Design

## SKILLS

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Microsoft Office

Figma

Looker / Tableau

Facebook Ad Manager

Google Analytics + LiveOps

## LANGUAGES

English - Native

Japanese - Fluent

Mandarin - Beginner

## PERSONAL PASSIONS

Indoor Cycling / Spin

Event Planning

Journaling

Boston Terriers

## EXPERIENCE

### **Nihon L'Oreal — Shu Uemura Global Retail Marketing Intern**

June 2023 - February 2024 | Tokyo, Japan

- Headed retail campaigns for Valentine's Day & Chinese Valentine's day, including theme creation, gift box design, and leading cross-functional teams to create a 360 marketing strategy.
- Directed photoshoots and video assets for hallmark campaigns used in retail stores and online landing pages.
- Expanded product offerings for gift-with-purchase campaigns to increase in-store sales and brand loyalty.

### **The Boston Globe — Brand & Multicultural Marketing Co-op**

July - December 2022 | Boston, MA

- Coordinated between business owners and internal marketing teams for seasonal campaigns to provide free digital ad space for local, minority-owned businesses.
- Managed content for various brand social media accounts on Instagram, Twitter, and Facebook.
- Supported special events through email promotion, team ideation, and on-site customer service.

### **Wayfair — App Marketing Co-op**

June - December 2021 | Boston, MA

- Generated app install growth through ad placement expansion and improving ad creatives in Google Play store.
- Conducted A/B tests on Facebook Ad Manager and composed reports of the data analytics for cross-functional stakeholders.
- Analyzed competitor insights and customer journey profiles to propose new strategies in ranging touchpoints.

### **Kappa Phi Lambda Sorority, Inc. — Vice President, Cultural Chair, Pan-Asian American Council Representative, Fundraising Chair**

January 2020 - December 2022 | Boston, MA

- Directed a board of over 20 chairholder positions and oversaw all events hosted throughout the academic semester.
- Organized campus-wide events to raise cultural awareness on topics affecting Asian-American women including body image, mental health, and the effects of supporting local businesses.
- Pioneered collaborations to improve diversity and inclusion within the Multicultural Greek Council on campus.