HANNAH YI

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EDUCATION

The University of Texas at Austin — Bachelor of Business Administration, Marketing — May 2026
Minors: Business Analytics, Korean
Overall GPA: 3.96

Seoul National University — Exchange Program in Seoul, South Korea — Fall 2024

EXPERIENCE

C3 Presents (Live Nation) - *Festival Marketing Intern;* Austin, TX — May 2024 - August 2024
- Generated social media content ideas and copy, tracked artist releases, researched relevant influencers, and created playlists for festivals like ACL, Lollapalooza, Bonnaroo, Gov Ball, etc.
- Developed festival app with artist scheduling and vendor information to streamline attendee navigation and engagement
- Supported on-site team with content creation for Sips & Sounds Festival resulting in over 20k video views
- Created and pitched mock festival by conducting market research, branding, budgeting, marketing plan and campaign

Moody Center - *Digital Marketing Intern;* Austin, TX — January 2024 - May 2024
- Produced content featuring artists, fans, and the venue via Instagram and TikTok, driving over 850k video views
- Researched and contacted Austin-based organizations and businesses for giveaway and social media collaboration purposes
- Directed media during live shows ensuring proper press protocol was followed and assisted with administrative duties
- Presented final internship project: developing a mock ad plan and marketing strategy for two artists touring Moody Center

Office of Inclusive Innovation and Entrepreneurship - *Marketing Intern;* Austin, TX — February 2023 - December 2023
- Designed content and updated editorial calendar for the office Instagram to re-establish a social media presence
- Publicized office accomplishments/upcoming events via a biweekly Mailchimp newsletter, resulting in double the click rate
- Published and promoted the office blog on Medium leading to a 225% increase in average engagement

LEADERSHIP EXPERIENCE AND ACTIVITIES

SPARK Magazine - *Social Media Specialist, Event Coordinator* — January 2025 - Present
- Design graphics and create video content to promote brand on social media platforms
- Develop event concepts, manage budgeting, curate music acts, and secure venue for events averaging 250 attendees

Afterglow ATX - *Event Coordinator* — September 2023 - Present
- Plan and advertise live shows featuring local Austin artists to the student population with over 150 attendees on average
- Coordinate venue bookings, artist arrangements, payments, and logistical coordination for live shows
- Organize profit shares with local business and facilitate member socials to enhance community engagement

UTalent Records - *Marketing Director* — May 2023 – May 2024
- Manage website and social media accounts through content creation to establish artists' and organization's brand
- Enhance brand visibility through targeted on- and offline campus efforts to increase average membership retention by 200%
- Design curriculum and lead artist marketing teams to devise specific timelines and guidelines for artist promotion

Asian American Culture - *Logistics Officer* — May 2023 - May 2024
- Conceptualize event themes and promotional materials in collaboration with graphic designers and advertising team
- Coordinate necessary logistical work including event programs, venue consultations, catering, and safety documentation
- Initiate social media promotion, giveaways, and tabling initiatives to maximize event reach and engagement

ADDITIONAL INFORMATION

Computer Skills: Python, SQL, R Studio, Canva, CapCut, Asana, Slack, Mailchimp, Google Suite, Microsoft Office
Languages: Basic Knowledge in Korean
Interests: Music (cello, guitar, piano), Music Industry, Pop Culture, Rock Climbing, Festivals/Concerts, Working Out
Work Eligibility: Eligible to work in the U.S. with no restrictions