

YULING SONG

Los Angeles-based · Open to relocation · Available for onboarding by July 2026 · F-1 OPT eligible
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See my portfolio for the fuller picture: yulingsong.me

SUMMARY

AI-native growth marketer with experience in multi-channel campaign execution, audience research, and performance analytics. Translates data and AI tools into sharp narratives, testable ideas, and measurable engagement growth.

EDUCATION

University of Southern California Los Angeles, USA · Aug 2024 – May 2026
M.S. Communication Data Science · Human-AI Interaction, AI Product Development, Audience Analysis, Machine Learning
University of Nottingham Nottingham, UK · Sep 2020 – Jul 2024
B.A. International Media and Communications · Distinction; GPA: 3.71/4.0 (Top 5%)

AI PRODUCT / GTM PROJECT

AI Product Builder & GTM Builder Sep 2025 – Dec 2025 · Los Angeles, USA
Triage (AI-powered Gmail Add-on) · www.triagemail.lol
– Identified email overload as a high-friction workflow opportunity through market research, user pain-point analysis, and early discovery conversations; scoped an AI Gmail add-on around clear prioritization, next actions, and user trust.
– Developed the MVP from discovery through beta validation, translating user feedback into sharper positioning, priority labels, onboarding copy, and demo-ready product narratives.
– Validated core product value with 80%+ daily-use intent and approximately 90% faster inbox triage, using feedback loops to refine the product story and user-facing messaging.

EXPERIENCE

Marketing Associate May 2025 – Aug 2025 · Los Angeles, USA
Legendary Entertainment
– Conducted audience and fandom research for *Dune 3* and *Godzilla*, finding that 15–25 audiences were driven by nostalgia, cast relevance, lore access, and party-like theatrical moments.
– Built platform-specific activation recommendations across TikTok, Instagram, YouTube, X, Reddit, and Discord, mapping 15–25 fandom behaviors to creators, podcasts, campus stunts, and low-barrier entry points for newcomers.
– Developed leadership-facing research on 15+ AI film-marketing use cases, evaluating personalized video, interactive fan activations, brand safety, feasibility, and strategic fit for future campaign planning.

Marketing Intern Oct 2023 – May 2024 · Nottingham, England
University of Nottingham Language Center
– Managed and scheduled branded content across Instagram and TikTok, using trend-driven storytelling and alumni testimonial videos to triple reach and support an 8% increase in program enrollment.

Account Executive Intern May 2022 – Sep 2022 · Shanghai, China
We Are Social
– Managed daily social content operations for Under Armour China across major social media platforms (e.g. Douyin/Rednote), supporting content scheduling, publishing coordination, and account maintenance.
– Tracked campaign performance and informed optimization decisions by analyzing engagement rate, CTR, CPC, and paid/organic signals; translated findings into recurring client-facing operations reports.
– Produced ~10 social visual assets for quarterly Under Armour and MCM campaigns by coordinating with design teams, preparing basic creative elements, supporting post publishing, and QA-checking copy, layout, and design details before launch.

Head of Marketing Sep 2020 – Sep 2022 · Ningbo, China
RAW Music Festival
– Executed multi-channel campaigns across social, KOL, and partner channels for 3 annual festival cycles, growing a 6,000+ follower community and driving 1,000+ ticket sales and 100K+ organic reach.
– Owned end-to-end campaign execution: copy, visual assets, scheduling, and publishing across 15+ posts per cycle, maintaining consistent event branding across posters, banners, and digital touchpoints.
– Managed event operations and sponsor-facing narratives with Porsche, Huawei, and campus brands, contributing to \$30K+ in sponsorship value.

SELECTED RESEARCH / LAB PROJECTS

USC AI Trust Hub (Industry Collaboration with Tumeryk) · AI Researcher Sep 2025 – Present · Los Angeles, USA
– Designed AI evaluation workflows using tiered prompt sets, multi-turn scenarios, and human + LLM-as-judge rubrics to produce reproducible model quality scores.
– Translated abstract AI risk categories into structured evaluation criteria and documentation for an enterprise AI Trust Index and public safety leaderboard.

SKILLS

GTM / Growth: multi-channel campaign execution, growth experimentation, A/B testing, funnel analytics, KPI tracking, performance reporting, audience research

Product / Research: user interviews, PRD writing, MVP scoping, usability testing, product positioning, cross-functional coordination

Creative / AI Tools: Python, SQL, CapCut, Adobe Premiere Pro, Adobe Photoshop, Notion, Canva, Figma, Claude Code, Codex