

Annette Yan

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Bilingual verbal brand strategist with expertise in cross-cultural storytelling and naming.

WORK EXPERIENCE

Prophet, Verbal Branding Consultant

New York, NY | Sept 2024 – Present

Select clients: IFF, FM Global, Forgent, Cigna Health, Colgate-Palmolive

Helping global brands define how they express themselves through language that bridges business strategy and brand experience.

- Advanced verbal branding work for global B2B, healthcare, and consumer clients by developing nomenclature, messaging frameworks, value propositions, and brand voices that clarified positioning and brought design systems to life.
- Delivered verbal frameworks that identified white space for authentic, differentiated brand expression grounded in strategy.
- Drove a five-round naming process for a three-way merger, generating 2,000 names and guiding internal reviews to deliver a legally viable, strategically aligned final name for a million-dollar account with a November 2025 IPO and website redesign.

Design Bridge & Partners, Associate Strategist

New York, NY | Oct 2022 – July 2024

Select clients: Bank of America, Coca-Cola, Health Care Services Corporation (BCBS), Diageo, Clif.

- Researched audiences and competitors through interviews, audits, and workshops, synthesizing findings into insights that grounded brand positioning, purpose, and architecture strategies for clients across finance, CPG, and healthcare spaces.
- Contributed strategic research to two winning CPG pitches totalling \$800K and served on the core team driving HCSC's yearlong enterprise rebrand, recognized by the Transform Awards for Best Brand Evolution.
- Published [thought leadership in Ad Age](#) and a biweekly strategy digest, strengthening new-business visibility and supporting DBP North America's post-merger positioning within WPP by updating our internal strategy.

Tencent Games, Contract Narrative Designer

Los Angeles, CA | Jan 2022 – Aug 2022

- Ideated and developed character lore, worldbuilding, and narrative concepts on AAA game with chief narrative designer.
- Wrote and revised 1200+ lines of character dialogue in English & Mandarin, adapting tone, style, and voice across characters.
- Conducted cultural research and collaborated cross-functionally to shape authentic narrative and visual development, maintaining style guides and narrative documentation to support ongoing game development.

EDUCATION

Boston University | B.A. Sociology, English Minor | Major GPA: 3.93

Boston, MA | May 2022

Awards and Honors: Cum Laude Honors, Dean's List 5x

Directed Study: An Epistemology of Asian American Femininity (English, Sociology)

Founded Third Culture Club, a community of 150+; VP of student marketing agency serving Barry's Bootcamp, Spotify, Expedia.

PROJECTS AND FELLOWSHIPS

Droga5, D5in10 Copywriting Fellow

New York, NY | Mar 2023 – May 2023

- Completed 10-week intensive to refine storytelling, concepting, and craft, learning from top creatives in the ad industry.
- Concepted and executed ten weekly real-world advertising briefs with art director partner at Adweek's [agency of the decade](#).

United Talent Agency, Extern

Boston, MA | Mar 2022

- Participated in 25+ hours of industry panels, informal mentorship, and relationship building opportunities with industry execs.

Tencent x Rotary Public Communications Fundraiser, Project Lead

Beijing, China | Oct 2016 – May 2018

- Wrote articles, recorded interviews with disadvantaged Beijing families to fundraise for their children's medical treatment.
- Raised \$30,000 in medical bills by producing and distributing 2 short documentaries on social platforms across three cycles.

SKILLS AND INTERESTS

Skills: Adobe Photoshop, Premiere Pro, Final Cut Pro, Da Vinci Resolve, Miro, Microsoft Office and Powerpoint final boss.

Interests: Skiing, Biking, Dancing, Travel, Documenting Life, Good Design, Jazz Music, Inception (2010).