

Jade Tu

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EDUCATION

New York University

New York, NY

BFA in Interactive Media Arts, GPA: 3.7

September 2021 – December 2024

- Focus in Business of Entertainment, Media, and Technology
- *Relevant Coursework*: Entertainment & Media Industries, Visual Music Experience, Typography & Technology, Web Design

AWARDS

NYU Global Game Jam

January 2025

2nd Place, Best Game Design

HackNYU Mini Hackathon

November 2024

1st Place, Gaming

EXPERIENCE

Bleecker Street Media

New York, NY

Creative Marketing Intern

October 2024 – December 2024

- Streamlined workflows between internal creative teams and external designers for **2 film rollouts**, managing creative revisions, approvals, and file organization.
- Organized and maintained archive with **100+ digital and print assets**.
- Designed **4 event posters** using InDesign, adapting design guidelines into print formats.

NYU Berkley Center for Entrepreneurship

New York, NY

Student Assistant

June 2022 – August 2023

- Oversaw content calendars for **4 social media marketing campaigns** using Sprout Social.
- Led content curation, copywriting, and distribution of email campaigns using Mailchimp.
- Assisted with layout design, content management, and copywriting for WordPress site.
- Created internal-facing documents such as briefing books and onboarding presentations.

Sabai Design

Remote

Marketing Intern

June 2022 – August 2022

- Led Tiktok content development, driving a **~100% increase in average views in 3 months**.
- Collected, analyzed, and interpreted campaign performance data using Google Analytics, producing **3 post-campaign reports** summarizing key insights and proposing strategy pivots.
- Scheduled and drafted copy for SMS marketing campaigns through Klaviyo.
- Designed social graphics and edited animations with Illustrator and After Effects.

Oscar de la Renta

New York, NY

Graphic Design Intern

January 2022 – May 2022

- Created pitch decks and mood boards for **3 photoshoots**, aiding pre-production.
- Edited and resized campaign videos, ensuring consistency across web, social, and in-store.
- Retouched and re-colored product images for **2 e-commerce collections** using Photoshop.

PROJECTS

WHAT A SHAME! By Hyejin

New York, NY

Product Management, Music Merchandise

January 2023 – May 2023

- Led full product design and development cycle of **3 merchandise items**.
- Created style guides, key art, and apparel mockups with Illustrator and Photoshop.
- Managed Shopify operations, overseeing user experience, sales logistics, and order fulfillment.

SKILLS

Tools: Adobe Creative Suite, Sprout Social, MailChimp, WordPress, Klaviyo, Shopify, HTML/CSS

Other: Digital Marketing, Graphic Design, Content Strategy, Data Analysis, Media Production