

VICTORIA YU

New York, NY, 10009 | (757)-938-4159 | vcy214@stern.nyu.edu

EDUCATION

New York University, Leonard N. Stern School of Business

B.S. in Business, Concentration in Finance and Marketing, Minor in Producing (Tisch)

New York, NY

Expected May 2029

- **GPA: 3.8/4.0 | Relevant Coursework:** Principles of Financial Accounting, Microeconomics with Algebra, Statistics for Business Control and Regression & Forecasting Models, Producing Off-Broadway, Producing Essentials
- **Activities:** Beta Alpha Psi Member (Marketing Committee), Marketing Society (Agora Blog Editorial Board Member)

Princess Anne High School

International Baccalaureate High School Diploma, Summa Cum Laude, GPA: 4.87/4.0

Virginia Beach, VA

Graduated May 2025

- **Honors:** Overseas Chinese Association Outstanding Youth Award, Xiao Pipa Chinese Magazine Writing Challenge Winner, AP Scholar With Distinction, Future Business Leaders of America UX Design State Champion and National Contestant

PROFESSIONAL EXPERIENCE

Cards for Hospitalized Kids

Social Media and PR Intern

Chicago, Illinois (Remote)

July 2026–Present

- Designed daily Instagram stories, posts, and Reels in Canva documenting international donations of cards and toys, producing video content in CapCut for an internationally recognized nonprofit that has distributed 500,000+ handmade cards to children's hospitals and Ronald McDonald Houses across all 50 states
- Developed and pitched content themes- including seasonal and holiday campaigns- to align posting schedules with upcoming festivities

Camellia Venture Capital

Cross-Border Musical Investment Analyst Intern

Shenzhen, China (Remote)

May 2026–July 2026

- Built a scenario-based financial model and full execution chain analysis for a Broadway musical's China market entry, generating a risk heat map and market recommendation delivered to the Investment Committee over a six-week engagement
- Conducted cultural fit and macroeconomic research across target Chinese cities to assess theatrical venture viability, synthesizing findings into a structured due diligence report for cross-border investment decision-making

Virginia Beach City Football Club/Virginia Atlantic Women's Football Club

Community Engagement, Promotions, and Social Media Intern

Virginia Beach, VA

May 2026–July 2026

- Led the digital and physical growth strategy for two professional soccer clubs sponsored by Adidas, performing data-driven social media campaigns and matchday activations to maximize fan engagement and attendance; ultimately reached 720k quarterly combined viewers

New York Fashion Week

Production & Logistics Assistant

New York, NY

Sep 2025

- Facilitated high-pressure production for the China-US Fashion Week, managing backstage workflows and precision dressing for 3+ major labels, including Harvard Brand, D'Marsh New York, and Dynastique
- Directed front-of-house operations and strategic VIP seating, ensuring smooth event entry and experience for media partners and attendees

Today Show & Jazz at Lincoln Center

Artist & Social Media Liaison

New York, NY

Oct 2024

- Contributed as a recording artist for the official "Piece by Piece" soundtrack, which has achieved 7M+ cumulative Spotify streams
- Produced and edited a high-engagement behind-the-scenes vlog for my marching band's official Instagram, both participating in and capturing the Today Show performance and Jazz at Lincoln Center premiere performance
- Shared social media presence with Pharrell, who tagged our Instagram in official posts about his biopic and posted on his story for 15.2M followers

YouTube

Content Creator @vickytoria.

Virginia Beach, VA

Jul 2023–Present

- Negotiated 5 brand deals with reputable clothing and accessory brands, including Ana Luisa and Lewkin
- 1500 subscribers with 400k+ cumulative views and 5k+ cumulative watch hours
- Scripted, filmed, and edited over 100 videos focusing on studying, lifestyle, and school, giving advice to high schoolers regarding the IB Program

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

Beta Alpha Psi – NYU Chapter

Member, Marketing Committee Member

New York, NY

Feb 2026–Present

- Helped generate revenue for HIV/AIDS support programs by managing inventory and assisting with sales at local thrift store with 100+ customers
- Planned and visually designed the 2026 Fall Rush Theme via Canva, including Instagram posts, Reels, and internal presentations

Marketing Society

Agora Editorial Board Member and General Member

New York, NY

Feb 2026–Present

- Authored and edited analyses and featured articles on consumer behavior and brand evolution for the Agora marketing blog
- Selected as second round Finalist in Duolingo Case Competition: Engineered the "No One Listens Quite Like You" growth strategy, a dual-track campaign projected to scale total annual bookings to \$1.45B; designed a Spotify API integration and NYC-based "Language Cafe" pop-up model designed to drive a 54% surge in DAUs and a 47% increase in paid subscribers

SKILLS & INTERESTS

Skills: Mandarin Chinese (fluent), Adobe Creative Suite, Microsoft Office, Stata analytics software, Canva, photo and video editing software, hardware setup

Interests: Flute, Bullet Journaling, Vlogging, Musicals, Stationery Collecting, Sewing, Upcycling Clothing