Anna Yi

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EDUCATION

The University of North Carolina at Chapel Hill – Chapel Hill, NC **May 2027**
Double Major: Business Administration (Kenan-Flagler) and Advertising & Public Relations (Hussman)
Cumulative GPA: 3.54 | Ad/PR GPA: 3.86

- **Honors:** 4x Deans List; Medlin Scholarship for Business and Liberal Arts (Spring & Fall 2025)
- **Study Abroad:** Korea University, Seoul (Spring 2026), 18 credits in business and journalism;
- Kenan-Flagler Global Immersion, Portugal (May 2025), sustainability and circular-economy company visits

EXPERIENCE

UNC Athletics (GoHeels) – Chapel Hill, NC **Aug 2026 – Present**
Social Marketing and Content Production Intern

- Manage UNC Volleyball's Instagram as account admin, producing real-time game-day Stories that consistently draw 3,000–4,000 views
- Shoot and edit short-form Reels and game-day photography across 3 varsity sports to date, with content submitted to the main GoHeels accounts

Content Creator, TikTok & Instagram (@swag_money_garfield) – Chapel Hill, NC **Oct 2025 – Present**
Personal Brand: Lifestyle, College & Comedy

- Built a personal brand to 12K+ TikTok followers (2.3M+ likes) and 6.5K+ Instagram followers in one year, drawing 3M+ Instagram views in 30 days (Sep 2026)
- Top Reel reached 3M views and top TikTok 2M views, backed by a consistent posting schedule that sustains reach beyond one-off viral hits

UNC Communications (Social Media) – Chapel Hill, NC **Oct 2025 – Mar 2026**
Marketing Intern

- Single-handedly scripted and produced UNC's 3rd most-viewed TikTok of all time; my other TikToks consistently drew 20,000+ views
- Generated 1M+ combined views across campaign videos on UNC's official TikTok and created its most-viewed YouTube Short of 2025–26
- Ideated multiple TikToks in the account's all-time top 15 and designed graphics for 5 Instagram posts

UNC Campus Recreation – Chapel Hill, NC **Aug 2025 – Feb 2026**
Marketing Intern

- Designed custom stickers and supported photo and video content for Campus Rec marketing

Sooyi Studio (Stickers & Custom Illustration) – Chapel Hill, NC **Aug 2023 – Present**
Founder

- Grew a 5,000-follower TikTok and Instagram audience into an art business generating $8,000+ in total revenue
- Earned $4,000+ in custom illustration commissions from 12+ clients, including $3,200 in the first six weeks
- Sold $4,000+ in original stickers as a selected UNC Student-Made creator, handling design, manufacturing, marketing and payments

LEADERSHIP

Sigma Eta Pi Professional Fraternity – Chapel Hill, NC **Nov 2024 – Feb 2026**
Marketing Chair

- Ran recruitment-week digital campaigns that grew average Instagram post views from a few hundred to 10,000+ and likes from 20–40 to 300+

UNC Club Cross Country and Track – Chapel Hill, NC **Nov 2024 – Present**
Athlete (Nov 2024 – Present); Social Chair (Nov 2024 – Nov 2025)

- Grew the club's Instagram from 750 to 1,000+ followers with a weekly content strategy built on original photography, branding and athlete storytelling

SKILLS

Design & Video: Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Lightroom; CapCut; Canva
Social & Analytics: Meta Ads Manager, Meta analytics, Instagram, TikTok, YouTube Shorts; Microsoft Excel, PowerPoint
Languages: Mandarin (Intermediate, HSK 3), Korean (Intermediate)