Anna Yi
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EDUCATION

The University of North Carolina at Chapel Hill – Chapel Hill, NC **May 2027**
Kenan-Flagler Business School: B.S. Business Administration | *Hussman School: Advertising & Public Relations*
Cumulative GPA: 3.54 | Ad/PR GPA: 3.86

- **Honors:** 4x Dean's List, Medlin Scholarship for Business and Liberal Arts (Spring/Fall 2025)
- **Korea University Business School**, Seoul (Spring 2026): International Business, Business Analytics
- **Kenan-Flagler Global Immersion**, Portugal (May 2025): sustainability and circular-economy company visits

PROFESSIONAL EXPERIENCE

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

- Manage UNC Volleyball's Instagram as account admin, delivering real-time game-day coverage that consistently reaches 3,000–4,000 viewers per Story
- Produce short-form video and photography across 3 varsity programs for the department's main channels

UNC Communications – Chapel Hill, NC **Oct 2025 – Mar 2026**
Marketing and Public Relations Intern

- Independently scripted and produced UNC's 3rd most-viewed TikTok of all time; contributed to campaign videos generating 1M+ combined views
- Developed concepts for multiple top-15 all-time TikToks and produced the university's most-viewed YouTube Short of the 2025–26 academic year

Union County Government – Union County, NC **Jan 2026 – Feb 2026**
PR and Communications Intern

- Supported county PR and communications 20 hrs/week with graphic design and public information projects

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

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

ENTREPRENEURSHIP

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

- Built an art business generating $8,000+ in revenue from a 5,000-follower audience, managing product, sales, service and payments
- Grew custom illustration line to $4,000+ from 12+ clients, including $3,200 in the first six weeks; moved operations to VGen to handle higher order volume
- Generated $4,000+ in sticker sales; selected for UNC Student-Made, a membership-limited student creator collective

Personal Brand (TikTok & Instagram) – Chapel Hill, NC **Oct 2025 – Present**
Content Creator

- Grew 18K+ combined followers (2.3M+ TikTok likes) with 3M+ Instagram views in 30 days (Sep 2026) through consistent posting
- Monetized the audience through a paid brand partnership with Spicy 9 Sushi Bar

LEADERSHIP

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

- Led recruitment campaigns that grew average post views from a few hundred to 10,000+ and likes from 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

SKILLS

Business & Analytics: Microsoft Excel, Microsoft PowerPoint, Meta Ads Manager, Meta analytics, social media analytics
Design & Production: Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Lightroom; Canva; CapCut
Languages: Mandarin (Intermediate, HSK 3), Korean (Intermediate)