

ROLIN SU

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EDUCATION

University of Southern California, Los Angeles, CA
Annenberg School of Communication and Journalism
Master of Arts, Public Relations and Advertising

August 2024-May 2026
GPA 3.97

Zhengzhou University, Henan, China
School of Communication and Journalism
Bachelor of Arts, Internet and New Media

September 2019-June 2023
GPA 3.56

PROFESSIONAL EXPERIENCE

The Pollack Group, Los Angeles, CA
PR and Marketing Intern

May-August 2025

- Built and maintained targeted media lists using Muck Rack, SOS, and Qwoted to support strategic outreach
- Drafted and tailored media pitches to maximize client visibility across key outlets and reporters
- Conducted influencer research and wrote op-ed pieces and news releases for client events
- Compiled daily media monitoring alerts and weekly coverage reports across eight clients

The Hoffman Agency, Shanghai, China
PR Intern

September 2023-January 2024

- Orchestrated communication strategy and won the LALIGA 2024 China Communication pitch
- Conduct market research and analysis to support the development of industrial reports
- Created news release content and monitored coverage using Meltwater
- Organized the Fortive exhibition booth at the sixth China International Import Expo (CIIE)

Golin Harris, Shanghai, China
Business Team, Intern

September-December 2022

- Collected and analyzed statistics to design pitch decks for Amazon China 2023 business promotion event
- Operated Amazon China WeChat account, producing 13 articles gained overall 200k+ impressions

Burson Cohn & Wolfe, Shanghai, China
Integrated Communication Team, Intern

February-June 2022

- Coordinated the online book launch for *Invention: A Life*, achieving 9m+ impressions and 250k+ interactions
- Developed relations with KOLs and created social media content for 5 Dyson campaigns
- Created news release content and produced media materials using Photoshop and Premiere
- Managed Dyson official WeChat and Weibo accounts and supported Diageo official WeChat operation

USC EXPERIENCE

Center for Public Relations, Los Angeles, CA
Student Member

August 2024-Present

- Collecting data for the 2025 USC Global Communication Survey
- Participated in weekly meetings to discuss project updates and brainstorm solutions

SKILLS

Technical: Microsoft Office Suite, Adobe Creative Suite, Canva, Salesforce, Media Monitoring (Muck Rack, Mention, Meltwater), Website Design (WordPress, Figma), Data Analysis (Orange, Qualtrics, SPSS)

Administrative: Problem-Solving, Organization, Time Management, Budgeting, Adaptability

Interests: Hiking, Bungee Jumping, Cartoons, Detective Shows