

# 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

## TECHNICAL SKILLS

Microsoft Office Suite, Adobe (Photoshop, Premier Pro, InDesign, Illustrator), Media Monitoring (Muck Rack, Mention, Meltwater), Website Design (WordPress, Figma), Data Analysis (Qualtrics, SPSS), Salesforce, Canva

## PROFESSIONAL EXPERIENCE

**The Pollack Group**, Los Angeles, CA

May-August 2025

### PR and Marketing Intern

- 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

September 2023-January 2024

### PR Intern

- 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

September-December 2022

### Business Team, Intern

- 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

February-June 2022

### Integrated Communication Team, Intern

- 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

**Annenberg Media**, Los Angeles, CA

January-May 2026

### PR Journalist

- Created original social media content for Annenberg's Instagram and TikTok channels

**Center for Public Relations**, Los Angeles, CA

August 2024-December 2025

### Student Member

- Collected data for the 2025 and 2026 USC Global Communication Survey
- Supported the 2025 Kenneth Owler Smith (KOS) Symposium through event planning and logistics