

ROLIN SU

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EDUCATION

University of Southern California

M.A. in Public Relations and Advertising
GPA 3.97/4.0

Los Angeles, CA
August 2024 - May 2026

Zhengzhou University

B.A. in Internet and New Media
GPA 3.56/4.0

Henan, China
September 2019 - June 2023

SKILLS

Microsoft 365 Suite, Adobe (Photoshop, Premiere Pro, InDesign, Illustrator), Media (Muck Rack, Meltwater), Website (WordPress, Figma), Data (Qualtrics, SPSS), Salesforce, Microsoft Project, @Risk, Canva, CapCut

PROFESSIONAL EXPERIENCE

USC Annenberg Media

Multimedia Journalist

Los Angeles, CA
January 2026 - Present

- Pitched and produced original content for Annenberg Media's Instagram and TikTok channels
- Created newsroom-style content following AP Style and Annenberg editorial standards

The Pollack Group

PR and Marketing Intern

Los Angeles, CA
May - August 2025

- Built and updated targeted media lists using Muck Rack, SOS, and Qwoted to support client outreach
- Drafted and tailored media pitches to connect client stories with relevant reporters and outlets
- Conducted influencer research and supported the drafting of op-eds, news releases, and event materials
- Compiled daily media monitoring alerts and weekly coverage reports across seven client accounts

The Hoffman Agency

PR Intern

Shanghai, China
September 2023 - January 2024

- Contributed to communication strategy development and won the LALIGA 2024 China Communication RFP
- Conducted market research and industry analysis to support client reports and strategic planning
- Drafted news release content and monitored media coverage using Meltwater
- Supported planning and on-site coordination for Fortive's booth at China International Import Expo (CIIE)

Golin Harris

Business Intern

Shanghai, China
September - December 2022

- Developed internal communication materials and branded slides for team alignment and client updates
- Collected and analyzed market data to develop pitch decks for Amazon China's 2023 promotion event
- Managed Amazon China's WeChat account, producing 13 articles that generated 200K+ impressions

BCW

Integrated Communication Intern

Shanghai, China
February - June 2022

- Coordinated the online book launch for *Invention: A Life*, achieving 9m+ impressions and 250k+ interactions
- Supported KOL outreach and social content development for five Dyson campaigns
- Drafted news release content and created media materials using Photoshop and Premiere

USC EXPERIENCE

Center for Public Relations

Student Member

Los Angeles, CA
August 2024 - December 2025

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