

GEORGE YIN

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EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2021 <ul style="list-style-type: none">• (Preferred Admit) Concentration in Marketing and Technology Operations; Minor in Entrepreneurship and Sales• University Honors 2020-2021, Ross Cappel Sales Track Scholar• Student Representative- Ross Community Values Committee• Executive Board Member and Public Relations Chair- Phi Sigma Kappa• Marketing Director- Asian Business Conference• Member- American Advertising Federation, BBA Marketing Club, Circle K Volunteering	Ann Arbor, MI
EXPERIENCE	KPMG Senior Associate, Innovation Consultant - Growth & Strategy, 2024-Present <ul style="list-style-type: none">• Promoted on an accelerated timeline by publishing over 12 research perspectives and leading 25+ client-facing sessions, consistently delivering insights that drive strategic decision-making• Spearheaded firmwide AI adoption initiatives, designing a virtual workshop series and authoring thought leadership on advanced persona analysis Associate, Innovation Consultant - Growth & Strategy, 2023-2024 <ul style="list-style-type: none">• Synthesized and conducted external research and SME interviews to identify change signals and connect cross-industry themes, developing strategic insights and perspectives• Led and facilitated design-thinking workshops and meetings for Fortune 100 clients, government agencies, and partners regarding business transformation, emerging technology applications, and vision/strategy alignment among others• Mentored interns and new hires as a Transitional Coach, acted as recruitment liaison and informant during college outreach programs, and served as a peer point of contact for prospective associates during the hiring process	New York, NY
2022-2023	R/GA Associate Media Strategist <ul style="list-style-type: none">• Managed all workstreams regarding FILA US' advertising and brand strategy, led multifaceted primary research, coordinated global media buys, and oversaw a team of 4 specialists - designated for a Senior Strategist• Researched and presented insights through quantitative and qualitative analysis for market segmentation, and competitive landscapes for multimillion-dollar clients (Amex, FILA, Patreon) by synthesizing data using: GWI, Pathmatics, Commspoint, and Hoovers• Ideated paid media strategies, managed RFP processes and vendor relations, forecasted campaign budgets, and created a global internal thought leadership newsletter	New York, NY
2021	SYNEOS HEALTH, INC. Digital Social Strategist <ul style="list-style-type: none">• Built social strategy decks and tailored recommendations responding to the flow of client media-related needs in a fast-paced agency setting for 5 anchor accounts including Pfizer, Novartis, and Sunovion• Developed and presented content for executive-level presentations while managing all client-facing creative requests• Created and owned processes around social media monitoring, media planning, and optimizing project workstreams	New York, NY
2015-2018	YINCAE ADVANCED MATERIALS LLC. Business Development Associate <ul style="list-style-type: none">• Coordinated two market research teams to identify growth opportunities within the semiconductor industry, leading to the development of a new underfill adhesive• Presented at SEMICON West 2018 & 2015 to market prototype thermal adhesives to 25 different corporations	Colonie, NY
ADDITIONAL	<ul style="list-style-type: none">• Local NYC Artist, Art Store Owner, Greenpoint Art Circle Contributor• VAX Dragon Boat Crew Member 2021 Gold Medalist• Mentor at City Tutors, received Mayoral Service Award• Whiskey Review Blog on Instagram: @drinking.man	