

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	New York, NY
2023-Present	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	
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 and print/sticker vendor, Greenpoint Art Circle Contributor• VAX Dragon Boat Crew Member 2021 Gold Medalist• Mentor at City Tutors, received Mayorial Service Award• Whiskey Review Blog on Instagram: @drinking.man	