

YI-LIN LI (LINDA)

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PROFESSIONAL SUMMARY

Self-driven marketing enthusiast with a diverse background in hospitality management and digital marketing. Actively bringing a unique perspective to marketing strategies, informed by international experience and previous knowledge from client-focused services. Proven ability in applying analytical skills to market research and budget management, aiming to drive informed marketing decisions.

Estimated Available Date: June 2026

EDUCATION

Ecole Hoteliere de Lausanne

Bachelor of Science in International Hospitality Management, 2021-Present

Lausanne, Switzerland

(Sep 2021 - Present)

- **Coursework:** Cost Management, Market Research, Corporate Finance, Hotel Asset Management, Market Research, Corporate Strategy, Project Management.

PROFESSIONAL & LEADERSHIP EXPERIENCE

W Dubai – The Palm

Marketing & Communications Executive

Dubai, United Arab Emirates

(Jan 2025 – Jul 2025)

- Coordinated a rebranding initiative; supported a 3-day photoshoot, launched menu redesign initiatives by organizing outlet manager meetings (presenting 4 mood board stacks) and consistently tracking progress, efficiently coordinated inter-departmental communications and logistics during photoshoots to reduce delay by 30% and to improve schedule adherence to reduce further costs.
- Reviewed usage right contracts (models, products, etc.), drafted and organized collaboration and partnership agreements.
- Developed and restructured the monthly and quarterly Marketing department reports; 2 reports dedicated to showcasing the period's results, satisfaction statistics, and improvement areas (est. 50 pages).
 - Redesigned to fit new brand guidelines and to improve the meeting efficiency by 40% through reorganizing the presentation flow, condensing statistics, and providing visual and numerical data to support performance and mission progress.
- Managed social media channels to gain 30% more exposure through selective paid advertisement, an organized posting schedule based on consumer data, and accessing relevant markets through processing influencer audiences.
- Supported in the contracting & managing of a new external PR agency, minimizing transfer duration to 1 month and limiting fluctuations in media outputs to 5% by consistently tracking handover progress and communicating transparently.
- Closed/ recorded monthly budgets and efficiently managed a 20% departmental budget cut by increasing marketing events, resulting in a correlated 32% increase in affiliation links.

Young Hospitality Summit

Marketing & Communications Coordinator

Vaud, Switzerland

(Nov 2022 – May 2023)

- Cooperated in a team of 10 in the marketing department, fostering collaboration and creativity.
- Orchestrated the production of 10+ strategic marketing assets, supporting organizational marketing goals.
- Developed and managed content across 5+ platforms, enhancing brand consistency and message clarity.

Regent Taipei

Guest Relations Officer

Taipei, Taiwan

(Mar - Sept 2022)

- Organized 5 hotel events, enhancing guest engagement and participation during the pandemic.
- Managed relationships with 10+ VIP guests, tailoring services to their preferences, enhancing loyalty.
- Achieved a 15% improvement in guest satisfaction scores via personalized guest service initiatives.
- Analyzed feedback from 500+ guests to identify and implement service enhancements.
- Coordinated with 4 departments to streamline operations, boosting efficiency.

LadyWeider

Design Assistant

HsinChu, Taiwan (Remote)

(Feb - June 2022)

- Created 20+ product advertisements, leading to a 5% increase in consumer engagement online.
- Streamlined the design process, reducing project turnaround time by 25%.

LANGUAGES

English (Fluent), Chinese (Mother Tongue), French (DEL F B1)

SKILLS & ACTIVITIES

- **Certification:** Excel Expert (Microsoft 365 Apps) – **Microsoft**, Inside LVMH certificate - **LVMH**
- **Computer Skills:** Proficient in Microsoft Office Suite, Adobe Illustrator, iMovie, Canva, Wix, Asana, Slack
- **Activities:** Leadership role in Zero Hunger Initiative, Model United Nations delegate, WeVolunteer member