

Sophie Lai

lai.so@northeastern.edu | 929-329-5199 | Boston, MA | [LinkedIn](#)

EDUCATION

Northeastern University, D'Amore-McKim School of Business Boston, MA
Candidate for Bachelor's of Science in Business Administration May 2026
Concentrations: **Brand Management and Marketing**
Activities: Her Campus, Women's Interdisciplinary Society of Entrepreneurship, and Husky Ambassador
Relevant Coursework: Product Innovation and Portfolio Management, Marketing Management, Marketing Research, Understanding the Platform Economy, International Business, Advertising and Brand Promotion

Northeastern University Oakland Oakland, CA
Year Study Abroad September 2022 - April 2023

EXPERIENCE

Tigerway Prep Boston, MA
Market Expansion Strategist February 2025 - Present

- Managed a Google Ads campaign, optimizing ad performance to expand brand visibility
- Designed and implemented 2 email marketing campaigns for lead generation and student engagement
- Established partnerships with schools and educational organizations to drive referral-based growth

ServiceNow Inc. New York, NY
Brand Marketing Co-op July - December 2024

- Generated a 30% increase in engagement by optimizing career journey storytelling templates
- Redeveloped 45 RiseUp with ServiceNow blogs to align with the evolving brand vision
- Boosted site traffic by 10% by designing a user-centric digital experience that enhanced connectivity
- Conducted interviews with ServiceNow professionals to produce new blog content for relaunch

Northeastern University Oakland, The Center for Leadership, Equity, and Excellence Oakland, CA
Programming Board Member September 2022 - April 2023

- Organized and executed 10 programming activities to further community engagement
- Produced creative marketing assets (social media posts, brochures, flyers) to promote activities
- Executed a commemorative mural project to celebrate the first Northeastern Oakland class

ACADEMIC PROJECTS

National Grid Boston, MA
Advertising Campaign Coordinator September - December 2024

- Proposed a multi-channel campaign to position National Grid as a trusted leader in storm restoration
- Collaborated with a team to design targeted advertising assets (social media posts, billboards, print ads)

Global Day of Unplugging Boston, MA
Marketing Strategist January - April 2024

- Developed a digital marketing strategy emphasizing storytelling, community partnerships, social content, events, and website enhancements to effectively promote the nonprofit's mission

SKILLS AND INTERESTS

Computer: Google Suite, Microsoft Office, Power BI, WordPress, Hootsuite, Figma, and Canva
Skills: Product Marketing, Event Marketing, Brand Marketing, Growth Marketing, Creative and Analytical Skills
Languages: English (Native), Cantonese (Fluent)
Interests: Film Photography, Cross-Cultural Cooking, Interior Design, Board Games, and Jewelry Crafting