Helen Yao

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Brooklyn, New York

Marketing & Visual Content

Experience

Marketing/Reception — FABrx Studio
Jul 2026 – Present

- Produce newsletters, email and text campaigns, and promotional graphics and videos for patient outreach
- Call inbound patient leads through Aesthetix and refine follow-up workflows to improve patient engagement
- Created Skio workflows connected to Shopify to optimize customer retention and redirect customers to make subscriptions over one-time purchases
- Maintain client databases and patient records in Boulevard, keeping contact lists accurate for campaigns
- Coordinate daily front-desk logistics, appointment scheduling, and inventory

Publicity and Marketing Chair — NYU alpha Kappa Delta Phi
Jul 2025 – Dec 2025

- Designed and printed recruitment flyers, personalized member graphics, and fundraising and event graphics; grew chapter Instagram by 400+ followers in three months
- Created promotional reveal and chapter videos for recruitment
- Maintained consistent communication with the executive board and clients to meet deadlines

President — NYU EDM Club
Apr 2026 – Nov 2026

- Negotiated a venue partnership with The Bowery and a promotional collaboration with DJ Sara Landry, securing exclusive student discounts and a Q&A feature in her Day in the Life video with Spotify
- Directed a 14-member executive board across event programming, marketing, and partnerships, running weekly meetings and tracking deliverables
- Held ticket giveaways for social media growth purposes sponsored by partnership with The Bowery
- Created promotional graphics and reels for instagram growth

Freelance Artist
Mar 2018 – Aug 2020

- Built a 5,000+ follower social media audience that drove a client-based art commission business
- Managed client communication, order tracking, and shipping logistics for 20+ international clients

Vice President of Finance — NYU alpha Kappa Delta Phi
May 2026 – Present

- Oversee treasury and budgets for a 16-member chapter and lead fundraising initiatives raising $1,000+ per semester

Shift Manager — XiangLa Hotpot
Oct 2025 – Jul 2026

- Managed weekly schedules and supervised a team of 10 servers; tracked customer trends and feedback to optimize promotional events and deals

Education

BFA in Game Design, Minor in Digital Art
NYU Tisch School of the Arts
Sep 2024 – May 2027 (expected) | GPA: 3.7

Intended B.A. in Psychology
University of California, Riverside
Sep 2022 – May 2024 | Transferred to NYU
Activities: GameSpawn Game Development Club, Intramural Volleyball

Skills

Marketing: email and text campaigns, newsletters, social media content and growth, promotional graphics and video, event promotion, partnerships, lead follow-up

Creative: graphic design, illustration, concept art, 3D modeling, UI/UX design, game design and development

Software: Blender, Figma, Unity, GameMaker, Adobe Illustrator, Photoshop, InDesign, Procreate, Clip Studio Paint, Paint Tool Sai, CapCut, Canva, Google Workspace, Microsoft Office, Slack, Boulevard, Aesthetix, Skio

Languages: English and Mandarin