
ALANA LAI

--- DIGITAL MARKETING INTERN ---

CONTACT

- ✉ alana.lai2020@gmail.com
- ☎ (201) 280 0897
- 📍 Philadelphia, PA / New York, NY
- 🌐 www.linkedin.com/alana-lai

SKILLS

- Verbal and written communication
- Marketing
- Organization
- Project Management
- Creativity

EDUCATION

Music Industry Business

Drexel University | Sep 2020 - Jun 2023

- Minor in Business Administrations

CAREER

Digital Marketing Intern

World Cafe Live and NIVA | Jun 2023 - present

- I work closely with the marketing team and other intern to promote shows through social media, email, online advertising, etc by creating engaging content for the venue's audience

Publicity Intern

Big Picture Media | Jun 2022 - Sep 2022

- *Creating Press clips and press packs*
- *Drafting press releases and pitches*
- *Creating media alerts*
- *Updating client press reports*

VIP Assistant

VIP Nation | Jul 2022 - Present

- Assisting VIP Rep with local tour location by putting together VIP gift boxes, running VIP check-in, and putting together VIP Lounge
 - Maren Morris Humble Quest Tour, Wu-Tang Clan Porcupine Tree, Arcade Fire, and Made in America

Security

LiveNation - The Fillmore | Feb 2022 - Present

- Circulate among guests and/or employees to preserve safety, order and to protect the venue property.