

# This week, New York Art Life interviewed Zilun Lin distinguished U.S.-China marketing expert

*Exclusive: Meet Zilun Lin, the master marketer behind China's viral campaigns*

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/EINPresswire.com/ -- [New York Art Life Magazine](#) is thrilled to feature an

exclusive interview this week with Zilun Lin, a distinguished Chinese marketing strategist currently residing in Los Angeles. Zilun Lin has demonstrated exceptional prowess in the field of digital marketing with a series of high-impact campaigns that have garnered significant attention and results. One of her most notable achievements includes the rapid growth of a top A-list artist's Douyin (the Chinese

counterpart to TikTok) channel, which amassed over 4 million followers within just two days of its launch and sustained its position as the #1 trending topic for two consecutive days. This remarkable feat underscores her deep understanding of social media dynamics and her ability to create compelling content that resonates with a vast audience.

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Creativity alone is not sufficient for branding and marketing. In today's instant gratification age, sustainability is wanted and needed to create long-lasting and impactful work.”

*Zilun Lin*



Zilun Lin

In addition to her success on Douyin, Zilun Lin has also been instrumental in orchestrating high-profile collaborations. She led a groundbreaking campaign with international pop sensation Jessie J for Hunan TV's most prominent reality show, which culminated in over 100 million viewers tuning in for the finale. This collaboration not only exemplifies her strategic vision but also highlights her capability to integrate global talent into Chinese media landscapes effectively. Her ability to bridge cultural and market differences has made her a pivotal figure in the

entertainment industry.

Zilun Lin's expertise extends beyond social media and television; she has also achieved significant success in the music industry. She played a crucial role in driving over 7 million unit sales in the Asia-Pacific region for a top international artist's new album. This accomplishment reflects her comprehensive marketing strategies that encompass various facets of promotional activities, from digital campaigns to traditional sales channels. Her adeptness at leveraging market trends and consumer behavior insights has consistently delivered outstanding results for her clients.

Zilun Lin's marketing acumen was prominently displayed in the film industry through her campaign for Will Smith's "Bad Boys for Life." Her strategic efforts yielded an impressive RMB 35 million in China's box office, illustrating her ability to craft and execute campaigns that significantly boost movie revenue. Her work on this project demonstrates her versatility and effectiveness across different entertainment sectors.

Zilun Lin's remarkable achievements underscore her status as a leading marketing strategist who excels in creating influential and profitable campaigns across various platforms and industries. Her innovative approaches and strategic thinking have set new benchmarks in marketing excellence, making her a sought-after expert in both Chinese and international markets. NY Art Life Magazine's interview with Zilun Lin offers readers an insightful look into the mind of a marketing visionary whose work continues to shape and redefine the landscape of digital and entertainment marketing.

### [Zilun Lin Web Site](#)

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