**EDUCATION**

University of Southern California *Expected May 2019*

Annenberg School for Communication and Journalism

B.A in Communication Studies

**HONORS**

USC Deans’ List Jan *Spring 2016*- *Present*

**REVELANT COURSEWORK**

Public Speaking *Jan 2017- May 2017*

* Prepared effective speeches; researching support, constructing valid arguments, organizing information effectively and adapting to specific audiences
* Incorporating software tools to enhance presentations

Communication and Technology *Jan 2017- May 2017*

* Explored the historical, social, technical and cultural dimensions of digital media
* Critically analyzed and investigated claims about digital media platforms

**WORK EXPERIENCE**

**Gushcloud Pte Ltd** *May 2016- Dec 2016*

*Public Relations Assistant*

* Managed influencers alongside clients with coordination and negotiation of influencers’ work and bookings
* Handled operational duties such as assisting and coordinating influencer’s filming, photo shoots and event jobs
* Wrote press material and influencer biographies for clients’ perusal
* Engaged in team brainstorming sessions for marketing campaigns
* Produced public relations material and presentation booklets for Influence Asia, Asia’s largest social media awards show

**Regent Media Pte Ltd** *Sept 2014 - Oct 2014*

*Food and Travel Writer*

* Wrote, edited and revised articles to Food and Travel Magazine (August Edition), with a readership of over +81,000
* Pitched writings to Escape Magazine and The Corporate Traveller, further advancing marketing ability
* Adapted to different writing styles, tones and structures, strengthening ability to write coherently and innovatively

**LEADERSHIP AND INVOLVEMENT**

**Daily Trojan**  *Jan 2017- Present*

*Arts and Culture Staff Writer*

* Covers lifestyle articles for the school’s newspaper circulated to over 10,000 readers a month

**Alpha Phi Omega National Community Service Fraternity**

*VP of Fellowship* *Jan 2017- May 2017*

* Arranged large scale events for the largest national coeducational service organization, home to over +150 active members

**WOMUN: Civil Society and Commission on the Status of Women** *May 2015- June 2015*

*Editor-In-Chief*

* Created from scratch an online magazine encompassing articles on Civil Society and Commission on the Status of Women

**French Service and Culture Club** *May 2013- May 2014*

*Public Relations Manager*

* Orchestrated French cultural immersion courses, workshops and interactive projects for over 100+ participants
* Designed, marketed posters, pamphlets to disseminate awareness of French culture within the school community

**SKILLS**

* Fluent in English, Chinese, Hokkien Dialect and introductory American Sign Language (ASL)
* Proficient in Microsoft Office Suite (Word, Excel, Powerpoint), Wordpress on Windows and Mac OSX