

Jinglin Lu

+1 (703) 624-9291 jinglinlu@uchicago.edu

EDUCATION

The University of Chicago , Chicago, IL	Expected 06/2024
M.A. Digital Studies of Language, Culture, and History GPA: 3.9/4.0	
Georgetown University , Washington D.C.	08/2023
M.A. Art and Museum Studies GPA: 3.958/4.0	
Bard College at Simon's Rock , Great Barrington, MA	05/2020
B.A. Art History and Asian Studies GPA: 3.78/4.0	

PROFESSIONAL EXPERIENCE

Snoqualmie Falls Hydroelectric Museum, Puget Sound Energy , Seattle, US	06/2023-09/2023
<i>Museum Outreach and Communication Intern</i>	
<ul style="list-style-type: none">Redesigned the museum mobile app, utilized data analysis techniques to assess the performance of the app and identify areas for improvement, resulting in a 300% increase in the viewing countConducted market research and competitor analysis to identify growth opportunities for the museum, resulting in the formulation of a new brand promotion plan that significantly enhanced market presenceImplemented a comprehensive marketing strategy, including advertisement redesign and targeted outreach to education organizations, resulting in a 150% increase in visitor numbers	
Bund One Art Museum , Shanghai, China	08/2022-09/2022
<i>Museum Event Planning Assistant</i>	
<ul style="list-style-type: none">Assisted in organizing exhibitions, including "Masterpieces of Self-Portraits" and "100 Years of Modern Art," collected information, ensured smooth operations throughout the exhibitionsLiaised between departments such as education and public relations for event planning and execution, received 20 foreign dignitaries from France, Italy and the USManaged new media content, data collection, and analysis, enhancing the exhibition's impact and engagement	
Dingjun Mountain English Theater Camp , Shenzhen, China	07/2022-08/2022
<i>Co-Founder / Design Strategy Director</i>	
<ul style="list-style-type: none">Founded and operated a summer camp, led a team of 10 employees to provide a transformative learning experience for 16 students aged 8-12Analyzed customer preferences and business competitors to identify market gaps and tailor the camp's offerings to meet the needs of target audiences effectivelyDesigned and implemented an innovative curriculum centered around British and American literature, drama, and film that cultivated aesthetic education and established a strong reputation among parents	
Ferris Gallery , Shenzhen, China	04/2022-07/2022
<i>Gallery Research Intern</i>	
<ul style="list-style-type: none">Promoted brand initiatives through the management of 7 social media platform accounts, publishing 200 posts that attracted thousands of views and increased the viewing count by 150%Developed and designed gallery's online gift shop, demonstrating proficiency in website building, pricing strategies, and merchandising techniquesAssisted in art exhibition initiatives, artwork installation, event planning, and publicity tasks, while cultivating daily client interactions and successfully revitalizing former client relationships	
Mangrove Gallery , Shenzhen, China	09/2021-11/2021
<i>Gallery Marketing Intern</i>	
<ul style="list-style-type: none">Built and designed the official website of the gallery to enhance online presence and improve user experienceConnected with the event organizers and engaged with visitors and potential clients to promote the brand and facilitate sales at the DnA Shenzhen Design and Art FairEstablished an artist database encompassing sales, collections, and collector's information, conducting extensive art historical research and data gathering	
Artron Art Centre , Shenzhen, China	08/2021-09/2021
<i>Event Planning Intern</i>	
<ul style="list-style-type: none">Served as a live host for the 2021 Art Shenzhen Fair, attracted nearly 2,000 viewers within 1 hour and established connections with 20 international galleriesManaged administrative documents, coordinated schedules, maintained records, and organized materials and resources	
Simon's Rock Student Gallery , Great Barrington, MA	09/2019-12/2019
<i>Exhibition and Activity Coordinator</i>	

- Reimagined the traditional form of art exhibitions by creating a communal mural, entitled "Refuge", demonstrated expertise in curating and event planning by successfully coordinating the collective efforts of diverse participants to contribute to the meaningful artwork
- Organized 70 students, staff, and faculty members in the creation of the mural to promote a sense of community and advocate for a safer and more inclusive campus environment
- Presented the communal mural to local community, effectively conveyed its messages and impact to a wide audience

The Palace Museum, Beijing, China

07/2019-08/2019

Museum Administrative Intern

- Assisted the museum directors by managing internal and external requests, handling administrative tasks, and organizing files
- Contributed to the planning and preparation of large-scale exhibitions and opening ceremonies, including "Liangzhu and Ancient China: The 5,000-Year Civilization Demonstrated by Jades," which attracted approximately 2 million visitors

"Seeing/Looking" - Solo Photography Exhibition, Hillman-Jackson Gallery, Great Barrington, MA

10/2018

Artist and Curator

- Photographed different urban landscapes in Shenzhen, China, which provides sharp observation of Chinese society and reveals the social dynamics of the urban area and its communities, including issues of inequality, diversity, and identity
- Curated "Seeing/Looking" exhibition, which won high praise from peers and faculty members for the artist's observant eye for detail

LANGUAGE & SKILL

- **Languages:** Chinese (native), English (native), French (intermediate)
- **Skills:** Adobe Photoshop, Flash, Lightroom, MS Office, The Museum System (TMS), Digital Asset Management System (DAMS), Text Encoding Initiative (TEI)