

Qianyue Du

Summary of Qualification

- Excellent organizational and self-motivational skills, able to handle multiple tasks
- Strong verbal and written communication skills in both English and Chinese
- Three years experience of in online media management and operation
- Ability to analyze data and create reports
- Creative and detail-oriented
- Proficient in Microsoft Office Suite and Adobe Creative Suite

Education

Bachelor of Arts in Communication

June 2025

Bachelor of Science in Business Economics

GPA: 3.96

University of California San Diego, San Diego, CA

Work Experience

Marketing Intern

Shanghai Bilibili Animation Co., Ltd Shanghai, China

March 2021 - September 2021

- Managed official social media account and completed daily social media outreach
- Assisted in developing and designing marketing materials such as flyers and brochures based on corporation characteristics and social focus
- Assisted in the planning and execution of online and offline branding programs

Creative Design Intern

Shanghai Walt Disney Resort

Shanghai, China

June 2022 - October 2022

- Designed storytelling videos for different projects
- Communicated and collaborated with advertising agencies in commodity shooting
- Participated in the design of seasonally themed events
- Promoted seasonal events by writing tweets and making posters

Campus Ambassador

Chinese Union, University of California, San Diego

November 2021 - Present

- Represented the Chinese Union at various campus events
- Promoted Chinese Union's events and programs to the student population
- Assisted in developing and implementing marketing strategies for the Chinese Union

Professional Involvement & Development

• Editor, UCSD Magazine, San Diego, CA

September 2021 - March 2022

• Event Planner, UCSD Sun God Archery, San Diego, CA.

September 2021 - Present

• Director/Editor, Triton Television UCSD, San Diego, CA

November 2022 - Present

Volunteer Experience

- UC San Diego Autism Center of Excellence January 2023 - Present
 - Working with children between the ages of 12 - 36 months and their parents
 - Working alongside a Ph.D.-level clinical psychologist
 - Directing the family as to what activity will come next
 - Implementing experimental assessments
 - Delivering instructions for experiments