Wancen Yang

Email: yang_wancen@163.com | Tel: +1 6802075987 | 760 N. 7th Street, Unit 5028, San Jose, CA 95112

Git hub: https://github.com/Wancen0502 | E-Profile: https://wancenyang.wixsite.com/wancen99

EDUCATION BACKGROUND

Northeastern University, the US   Master of Science in Information Systems (4.0/4.0)   Sept. 2023-present
· *Main Courses*: *Introduction* to Python for Information Systems, Business Analysis and Information Engineering
Syracuse University, Syracuse, the US   Master of Science in Public Relations (3.75/4.0)   Jul. 2022-Aug.2023
· *Main Courses*: *Public Relations Research, Foundations of Analytics, Social Listening and Information Gathering,*
University of International Relations, China   Bachelor of Arts in Communication   Sept. 2017–Jul. 2021
· *Main Courses*: *Integrated Marketing Communication, PR Practice and Case Studies*

PROFESSIONAL EXPERIENCE

The Valley Multimedia, CA, the US   Jun.2023-Aug.2023
New Media and Graphic Design Intern
· Used **Adobe applications** to design a **Business Deck** for the start-up media company, presenting **key data** (user portrait, communication effects, etc.) through **visualization**, such as bubble charts, Pie charts, and histograms.
· Participated in media content creating work, and collected information about specific technical and business topics (generative AI, large language Models, toy industry) through **secondary research methods**.

Innovation and Development Center of China Media Group (CCTV), Beijing, China   Mar.2021-Apr.2022
Social Media Editor Intern
· collected information for minority agriculture product brands in government poverty alleviation projects, **researched market status and target consumer portraits through secondary research methods**, analyzed brand statements based on the **SWOT** framework, and wrote marketing reports.
· Develop and write **media operation strategy reports** for the CMG WeChat platform, increasing channel followers by **30%**.
· Participate in the promoting activities of the Beijing 2022 Winter Olympic Games and 2022 Spring Festival Gala, interviewing core members of the Winter Olympic Games opening ceremony creative team. The most popular article has successfully received over 100,000 views.

CODING AND PR PROJECT EXPERIENCE

Marketing Management System
· Used **Lucidchart** to design UML models for the whole system.
· Written in **Java**, it provides users with information about **bundled products and service solutions** that meet their budgets and types. The System is also able to generate reports to enable management to know **sales revenues** by market, channel, ads, and solution bundles.
· Generate business data randomly with specific methods and functions (java. faker, random, etc.), which could simulate the real-world business market.

PR Research for American High (a local film-making company in the Syracuse area)
· Did research on the US film market through second research and group interviews.
· Designed a questionnaire and developed a survey in the Syracuse area to collect information about audience preferences for school comedy films. Using **Tableau** to present survey results visually**. (such as maps, Sider Charts, and Donut/ Half-Donut Chart), which gives strong support to PR campaign design.

Image Management Tool
· Used **javaFx** to establish the GUI of the application.
· Used ImageIO to convert images to various formats.

SKILL

• Coding and Programming Skills: **Python (NumPy, Pandas, Seaborn, Matplotlib)**, Java, MySQL, Git.
• Media and Marketing Skills: Proficient in **Tableau**, Microsoft Office, Photoshop, Illustration, InDesign, and Premiere.
• Language Skill: Mandarin (Native), English (Proficient)