

Xinyu Chen

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EDUCATION

The Pennsylvania State University - University Park

University Park, PA, USA

Bachelor of Arts in Advertising/Public Relations | GPA: 3.99/4.0

Aug 2020 - May 2023

- **Core Modules:** Public Relations, International Communication, Global Advertising and Consumer Culture, Racism, Colonialism & Power Politics, Political Economy and Neoliberalism, Globalization, Global Media Systems, Intro Advertising, American Journalism
- **Honors:** Dean's List (Fall 2020 - Spring 2022)

PROFESSIONAL EXPERIENCE

Unilever

Shanghai, China

Marketing Intern, Remote

Jul 2022 - Aug 2022

- **Industry Analysis:** Analyzed the entire cosmetics industry from the perspectives of politics, economy, society and technology; classified cosmetics products and industry chains, and examined the marketing strategies of leading companies in each category; summarized the overall competition pattern of the cosmetics industry
- **Product Analysis:** Collected representative product data of Unilever's three major categories of food, home care, and personal care; analyzed key growth points and marketing methods in the data; and reported the marketing characteristics and strategies of each product
- **Strategy Analysis:** Collected Unilever's annual financial reports for the past ten years, cleaned and screened the data; applied Excel and SQL to produce the company's revenue analysis reports; and summarized the advantages of multi-brand marketing strategies in a segmented market environment

Ogilvy

Shanghai, China

Account Executive Intern, Remote

May 2022 - Jun 2022

- **Customer Portrait Generation:** Produced consumer portraits of L'ORÉAL Paris through analyzing the data of consumers such as age, region, income level, consumption frequency, purchasing capacity, and activity on social media
- **Multi-platform Operation Strategy:** Examined the differences in the marketing methods and marketing content of brands on various platforms including Tmall, JD.com, RED and TikTok; organized materials through Excel and analyzed the benefits of implementing different marketing strategies according to the characteristics of different platforms
- **Marketing Campaign Operation:** Acquired the information about the most frequently purchased products and the products with the highest consumption amount; wrote marketing content for specific products, to attract new consumers to conduct initial purchases and to encourage consumers to repurchase upgrade production categories

Jurong Municipal Committee of the CPC

Jiangsu, China

Publicity Department Intern

Aug 2020 - May 2021

- **Social Media Operation:** Edited publicity content for the construction of a civilized city and national reading activities; published content on social media such as WeChat official accounts and Weibo; promoted active discussion participation of citizens; contributed to the improvement of city construction
- **Pandemic Prevention Publicity:** Produced posters and video guidance on pandemic prevention, promoted citizens to intuitively understand the pandemic prevention measures, in order to control the spread of the pandemic in the city; created a safe and healthy living environment for citizens

COURSE ASSIGNMENTS

Dialectical Analysis of Whether Farm Animals Can Provide People with Emotional Support

Feb 2022

- Interviewed experts and randomly selected students about their views on the news that a Vietnamese pot-bellied pig was claimed by a man as his ESA; obtained different perspectives and produced a relevant report
- Analyzed the psychological principles of emotional support animals for human beings; dialectically analyzed the rationality of farm animals as emotional support animals

Simulation of Writing Advertising Video Scripts for American Insurance Company GEICO

Oct 2021 - Nov 2021

- Created advertising video scripts from directors' perspective: Harry Potter doesn't use a magic broom, but instead takes a plane to his destination with an American girl in the seat next to him, and the difference in accent sparks a series of stories and creates a connection to the company's products

EXTRACURRICULAR ACTIVITIES

Penn State Dream Crew

University Park, PA, USA

Publicity Department Member

Apr 2022 - Present

- Wrote, typeset, and pushed articles on WeChat official account; shot, edited, and posted short videos of the performances on TikTok to promote the performance and stimulate the audience's interest and viewing
- Provided supportive work for the team, such as filming behind-the-scenes party photos and team building records for casting

Penn State Chinese Student and Scholars Association

University Park, PA, USA

Advertising & Communication Department Member

Sep 2021 - Present

- Participated in the 2021 Mid-Autumn Festival Gala and filmed live videos to record and publicize the activities of the Chinese Students' Union and expand its influence

ADDITIONAL INFORMATION

IT Skills: Microsoft Office, Pro tools, Adobe Premiere Pro

Interests & Hobbies: Chinese Zither (Level 10), Photography