

## **YUPU CHEN**

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### **EDUCATION**

**New York University Abu Dhabi**

**Abu Dhabi, UAE**

B.A. in Interactive Media

Sep. 2021 – Expected Jun. 2025

- GPA: 3.9/4.0
- Coursework: Communication and Technology, Markets, Interview Methods, Augmented Gallery, Intro to CS, Performing Robots, Communication Lab

Study Abroad: New York University in Berlin, Germany.

Jan. 2023 – May 2023

### **PROFESSIONAL EXPERIENCES**

**DELUXETARGETS, China**

**Remote**

Marketing Communications Executive Intern

Jul. 2022 – Present

- Conducted research about information and exclusive offers of partnered luxury hotels in designated destinations
- Drafted social media contents including advertising posts, price lists, and recommendation articles for partnered luxury hotels
- Produced ideas of better marketing strategies and client experiences in weekly meetings

**China Petroleum Engineering & Construction Corporation (CPECC)**

**Abu Dhabi, UAE**

Contract Management Department Summer Intern

May 2022 – Jun. 2022

- Assisted in managing the fulfillment of the tasks with the Contractor
- Assisted in making and editing bidding documents and contracts
- Assisted in data collection and compilation
- Communicated with the Contractor, engineers, and project manager to report and solve the progress and issues of the project

**WeScaleVenture**

**Dubai, UAE**

Community Building Summer Intern

May 2023 – Aug. 2023

- Proposed prelanding ideas for the WeScaleCommunity, a sales community in MEA region
- Conducted market and company research for potential members of the community
- Drafted marketing and communication materials for the landing of the community
- Designed posters, websites, and other market and communication materials

### **PROJECTS**

**China Gulf Forum 2022**

**New York University Abu Dhabi**

Member of Operation Team

Jan. 2022 – Apr. 2022

- Communicated with the university offices on the progress of Forum preparation and collected feedback to better organize the cooperation of other teams
- Reached out to Student Interest Groups for collaborations on fringe events before the Forum and potential marketing opportunities

- Reached out to 10+ external organizations and institutes to market the Forum and received feedback after the Forum, resulting in more than 400 attendants in the Forum

## **SKILLS**

**Language:** Chinese (Native), English (Advanced), German (Intermediate)

**Other skills:** Proficiency in Python, C++, C#, Microsoft Word, Excel, PowerPoint, Unity 3D, Adobe CC, Web Development