

# Ruolin Ye

**3541 West 10<sup>rd</sup> Ave, Vancouver, BC, Canada V6N 2E9**

**Phone: (1)778-954-9179 E-Mail: [yvaineye@gmail.com](mailto:yvaineye@gmail.com)**

## HIGHLIGHTS OF QUALIFICATION

- Two years experience working in journalism, including idea pitching, interviewing and reporting, social media contents sourcing, creating and editing, blog writing and management.
- Knowledge of online advertising monitoring and campaign performance reporting.
- Proficient in writing, reading and speaking English and Mandarin.
- Strong passion in promoting human health and environmental sustainability.

## SOFTWARE AND TECHNOLOGY

- Microsoft Office Suite, iWork Suite, Photoshop, R Studio, WeChat backstage

## EDUCATION

Bachelor of Science, Food, Nutrition, and Health

September 2013-

University of British Columbia, Vancouver, BC, Canada

(Expected completion date: May 2017)

## RELEVANT EXPERIENCE

- New Media Editorial Intern, Metro Express Newspaper June 2016-July 2016  
(Shanghai, China)
  - Created daily multimedia content for the agency's social media blog on hot topics, lifestyle, food, pop culture and health;
  - Pitched ideas for daily posts and collaborated with a team of 4 to manage social media platform (WeChat Official Account);
  - Assisted news team with events reporting and interviewing a visiting theatre director and actor with transcription and translation services;
  - Performed source translation and proofreading between English and Mandarin.
- Sales Intern, FTChinese.com July 2015-August 2015  
(Beijing, China)
  - Provided daily feedback to advertising clients on ad delivery and user interactions;
  - Researched on HTML5 rich media advertisement, presented the findings to the IT department to assist with the site's ads delivery transformation;
  - Monitored advertising campaigns and recorded data in Excel for daily revenue reports to clients about their ad performance;
  - Organized files, contracts, and receipts and provided translation services on articles, reports, and presentation scripts for sales department.
- Blog Creator, YellowLeaf – WeChat Official Account July 2015-  
(Online)
  - Created weekly multimedia blog posts in Chinese language about food, health, environment and sustainability;
  - Translated scientific data and results into accessible language to the readers
  - Conducted information research from both English and Chinese sources.
  - Sourced images, gifs, videos and music to achieve efficient storytelling;

# Ruolin Ye

3541 West 10<sup>th</sup> Ave, Vancouver, BC, Canada V6N 2E9

Phone: (1)778-954-9179 E-Mail: [yvaineeye@gmail.com](mailto:yvaineeye@gmail.com)

---

- Designed blog post layouts using web-based template editor—Xiumi.
- Market Assistant, Green Zebra Farmer's Market September 2014-  
(*Volunteer*)
  - Advocated the benefits of eating locally-grown produce to customers;
  - Assisted with setting up, displaying produce, and taking down the market booth;
  - Categorized produce, ranging from 20 to 30 different types based on the season.

## ACADEMIC ACHIEVEMENTS

Outstanding International Student Award September 2013  
C\$ 2500

## RELEVANT COURSEWORK

- Writing for New Media September 2016- December 2016  
(*Creative Writing 213*)
  - Crafted several creative non-fiction stories according to assigned themes;
  - Trained on multimedia storytelling by selecting and incorporating connected music and images in writings;
  - Conducted interviews with three scientists about their opinions on science communication, transcribing and editing their responses into a podcast script;
  - Received a final score of 93.5%.
- International Nutrition September 2016- December 2016  
(*Food, Nutrition and Health 355*)
  - Studied diverse causes of world hunger, discussing feasible solutions;
  - Created three multimedia blog posts, aiming to address worldwide hunger;
  - Raised C\$82 via the blog and donated to the School Meal of World Food Programme.
- Food Safety September 2016- December 2016  
(*Food, Nutrition and Health 413*)
  - Explored topics on major foodborne pathogens and control/prevention strategies;
  - Created one multimedia blog post on the risk of consuming raw fish, advocating for food safe practices;
  - Cooperated with 5 colleagues, conducting research on foodborne illness outbreak investigation and presenting the findings to the class.

## ADDITIONAL EXPERIENCE

- Stongs' Market – Cashier October 2014- January 2016  
(*Vancouver, Canada*)
  - Handled high volume of transactions accurately and effectively;
  - Worked as the leader of night shift cashier team, assigning breaks and closing duties for 5-10 people;
  - Provided excellent customer services including answering customers' inquiries, explaining promotion policies and resolving disputes with respect and patience.