

● Education

Bachelor of Arts in Advertising, Huaqiao University	Major in statistics, advertising-planning, and communication Cumulative Grade: 4.5/5	2016.9 - 2020.7
Master of Digital Media, SFU & UBC <i>Current Student</i>	Major in user experience design, front-end design and development, and agile development	2021.9 - 2024.6

● Internships& Work Experience

Mosaic (North American advertising agency) | Brand Ambassador

Vancouver/ September 2022 - present

- Promoted the Rogers and Fido brand in a fun and creative way both in off-line store and in campus.
- Intercepted and engaged with potential consumers to deliver key messaging of Back To School and other seasonal discounts.
- Maintained great relationships with the public on behalf of the Rogers brand.
- Interacted with over 500 strangers and handed off over 30 people to salesmen on a monthly basis.

ACM SIGGRAPH 2022 (International conference of graphics and HCI) | In-person Student Volunteer

Vancouver / August 2022

- Understood and applied SV's value into all aspects of volunteer work at SIGGRAPH.
- Assisted SFU's project *Star Stuff* at Experience Hall. Guided guests to sign waivers and helped them use VR helmet properly. Also explained basic functions to people who were interested.
- Trained 2 new volunteers at VR Theater, helping them develop a strong commitment and basic IT skills to VR service.
- Solved playback interruptions and various errors on the spot.
- Collected users' feedback and communicated with technical specialists.

JD.com, Inc. (China's biggest online retailing company) | Brand Strategy Intern

Beijing / May 2022 - August 2022

- Promoted the national retail brand-JD Automobile in a fun and imaginative way at the headquarters.
- Assisted field surveys regrading JD Automobile's brand upgrading.
- Organized and managed group weekly meetings.
- Liaised with internal and external partners to create Store Identity and Visual Identity plans for dealers and consumers.
- Supervised an onsite filming and helped it release on China Central Television on June 16th, giving it over 13 million media exposure.
- Came up with brand upgrading strategies, and reported media performance on different channels weekly.
- Accelerated workflow and registered a sub-brand JD Automobile Maintenance successfully with joint efforts in July.

Saatchi & Saatchi Greater China (International advertising agency) | Account Executive Intern

Shanghai / January 2020 - April 2020

- Assisted SAIC Volkswagen team to complete weekly progress reviews of the parent brand and 5 sub-brands, and translated relevant strategies from Chinese into English.
- Provided TVC advertising with strategic support in team brainstorming , which contributed to over 2.5 million times of online clicking.