

GOAL

I am an innovative, self-driven individual looking to find an internship opportunity where I can further develop experience in developing strategy and curating content in digital marketing.

EDUCATION

exp grad
June 2020

University of Washington- Seattle, WA

BA, English Language and Literature

BS, Biochemistry

SKILLS

Professional copy for varied audiences

Public relations for organizations

Microsoft Office Suite, Adobe Photoshop

Social media marketing strategy

Event planning and facilitation

English and Chinese fluency

EXPERIENCE

Winter 2019 -
Present

The Daily UW Writer - Seattle, WA

Collaborate with illustrators and photographers to publish articles for the school newspaper.

Conduct interviews and write news articles about topics relating to the UW student body.

Summer 2018 -
Present

UW Healthcare Alternative Spring Break Public Relations Exec. - Seattle, WA

Plan logistics of annual rural healthcare shadowing trip with the executive team.

Lead team to promote the annual trip with info sessions, posters, newsletters, etc.

Maintain HCASB social media and update website to be more accessible to trip participants.

Fall 2017 -
Present

MEDEX Northwest Office Assistant - Seattle, WA

Process physical and electronic copies of student information to be more easily accessible.

Manage clinical rotation information on various digital systems incl. Exxat, Filemaker, etc.

Fall 2017 -
Fall 2018

UW Night Market 2018 Director of Marketing and Public Relations - Seattle, WA

Created digital marketing strategy on social media platforms to attract 8000+ people to the event.

Led creation and distribution of all promotional material (incl. graphics, posters, and videos).

Coordinated outreach to UW organizations and media outlets for cross-promotions.

Winter 2016 -
Summer 2017

UW Night Market 2017 Social Media Coordinator - Seattle, WA

Worked with Marketing Director to create digital marketing plan for the 2nd biggest event at the UW.

Wrote digital copy and schedule social media posts to reach max. audience interaction (fb and ig).

Increased audience responses on Facebook event page by 470.4% from the previous year.

Fall 2017 -
Summer 2018

UW Taiwanese Student Association Director of Public Relations - Seattle, WA

Maintained communication with campus entities and other RSOs to coordinate collaborations.

Oversaw marketing efforts of TSA events and maintain online presence on social media accounts.