

Jenny Liu

jennyliuye@gmail.com • 993 Asilomar Ter, Apt 2, Sunnyvale, CA 94086 • +1(240)4779104

EDUCATION

San Francisco Art Institute

Master of Arts, Exhibition and Museum Studies

San Francisco, USA

May 2017

- Research Focus: The Consumer-Oriented Model of Museum Education and Public Programming
- Master of Arts Fellowship recipient for both years of the program

Shanghai University

Bachelor of Arts, Art History

Shanghai, China

June 2012

- 2012 Shanghai University Outstanding Graduate

EXPERIENCE

Song Tang Real Estate Advertising

Project Manager, Customer Relations

Nanjing, China

May 2014 - Nov. 2014

- Planned project timeline and workflow for all members of the advertising team
- Principal contact between customer, copywriter, and designer for up to 5 ongoing projects at a time
- Collaborated with client to plan marketing and promotion strategy for each new project

SES Communications, Inc., Jiangsu Branch

Project Manager, Copywriter

Nanjing, China

June 2013 - Mar. 2014

- Managed and led the advertising team in shooting films for multiple technology business parks in Nanjing
- Created and executed plans and schedules for large-scale government meetings and events
- Independently outlined and produced project viewbooks for 4 major business parks in Jiangsu Province
- Provided copywriting for over 10 major projects involving cities, industrial parks, and small businesses

Huang Jian Peng Gallery Nanjing, China

Archivist

July 2012 - June 2013

- Generated content and structure for the gallery website in Chinese and English, served as gallery translator for all written English
- Researched and organized a collection containing over 600 Chinese historical photographs
- Wrote 7 photography critique essays published on artron.com, a mainstream art criticism website in China

Dominique and Sylvain Levy (DSL) Collection Shanghai, China

Coordinator, English Translator

Oct. 2011 - Mar. 2012

- Contacted and managed relationship with museums and venues about exhibition opportunities
- Compiled and translated artwork information into English for over 500 pieces for the DSL Collection catalog and exhibition brochures
- Served as oral translator for Sylvain Levy during collection's exhibition at the 2011 Shanghai Art Fair