

JIAYU (KATHY) LIU

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Education

University of California, San Diego

Bachelor of Arts, Major in Communication, Minor in Film Studies

Dec 2020

GPA (Major): 3.75/4.00

The University of Chicago

Master of Art in Digital Studies of Language, Culture, and History

Sep 2022 - Present

Application: Adobe (Premiere Pro, Audition, InDesign, Photoshop), Final Cut Pro X, Canva, Python, SQL, R-Studio, HTML & CSS

Language: Fluent in Chinese and English

Reel Link:

<https://docs.google.com/document/d/1qPhbpXmsmqVKyIczJiuW8Ev1GXIB9YXpJSIB6vcRjJk/edit?usp=sharing>

Work Experience

Kameli Law, P.C.

August 2021 – Dec. 2021

Marketing Communication Intern

Chicago, IL

- Conducted research on Chinese market, investigated investor channels subjected to EB-5, EB-5 fraud, and Chinese family immigration, and analyzed potential active websites and social accounts of these groups
- Registered firm accounts on major social platforms in China (WeChat, Zhihu), conducted content operations, expanded brand awareness, and attracted potential users of those social platforms to follow WeChat official account
- Published news and articles about EB-5 fraud, cooperated with influential accounts, advertising to increase followers

Kissyvape (Trojan Tech, Inc)

April 2021 – July 2021

Social Media Coordinator

Los Angeles, CA

- Managed daily operations and promotions of public brand accounts on social platforms
- Carried out series design for products and promotional activities to analyze different groups targeted by series sales
- Drove 10% increase in month-over-month sales with redesigned marketing materials

Sustainable Fashion & Health Tech Foundation (Short-Term Contract)

March 2021 – April 2021

Social Media Content Creator

Los Angeles, CA

- Designed promotional strategy for health-education influencer with over 100,000 followers, ensuring in her book *The Everyday Woman's Guide To Doing What You Love* to become no.1 best seller in spiritual healing on Amazon
- Managed video content according to real-time hot spots, produced "Stop Asian Hate" video

Del Mar TV

Oct. 2020 – Dec. 2020

Television Production Intern

Del Mar, CA

- Created and managed video database of public access awards, film festivals, and royalty-free video websites
- Developed a 2-minute video that provided suggestions of Del Mar tourist attractions and restaurants under COVID-19
- Composed academic analysis on how community media could effectively benefit its local citizens and how it would develop in the long run in the "shadow" of mainstream media

Borderless Allies

June 2020 – Sept. 2020

Media Production Intern

Los Angeles, CA

- Assisted creative media team in developing relevant stories for short films to promote non-profit mission
- Produced medical panel interview that adhered to organization guidelines and standards to share on online channels, including social media, YouTube, and email campaigns

Massimo Dutti

July 2018 – Sept. 2018

Financial Assistant

Dalian, China

- Implemented innovative sales strategies that generated new business and cultivated long-term relationships with current and potential clients, resulting in sales volume to increase by 20% compared to same period last year

Leadership

Undergraduate Communication Society

May 2019 – Dec. 2020

Vice President, Entertainment & Media Co-Chair

La Jolla, CA

- Planned Communication Career Mixer and Tour at NBC7 San Diego for over 200 students of the same major to seek future career opportunities outside classroom

Chinese Union

March 2018 – Sept. 2018

Project Manager

La Jolla, CA

- Planned large-scale activities for over 1,000 international freshmen to facilitate their assimilation into campus culture