

EDUCATION

Bachelor of Media Studies

Sept 2021 - expected May 2025

University of British Columbia - *Vancouver, BC*

- Cumulative average: 89.3%
- Relevant courses: Digital Art, Informatics, Collaborative Prototyping, Computer Science, Writing for New Media
- Awards: TREK Excellence Scholarship for Continuing Students (2021/22); Dean's List (2021/22)

Master of Management

Sept 2022 - expected Dec 2025

UBC Sauder School of Business - *Vancouver, BC*

- Part of an accelerated program allowing students to start their MM degree during undergraduate studies
- Relevant courses: Business Immersion, Accounting, Organizational Behaviour

WORK EXPERIENCE

Communications Assistant

May 2023 - Aug 2023

UBC Faculty of Arts - *Vancouver, BC*

- Rebranded the Media Studies program by analyzing 7 comparable programs and delivering a complete brand system
- Produced video for Media Studies website by planning and shooting 7 faculty interviews and editing in Premiere Pro
- Created content for UBC-Sciences Po Dual Degree program resulting in reach +598% and engagement +2,900%
- Directed website evaluation and renewed site structure and 15 web pages for the Dual Degree program
- Analyzed data from 800 Dual Degree applicants and gave recommendations on renovating communications strategy
- Established new content calendars using Microsoft Excel and provided content ideas carrying over the next 5 months

Social Media & Events Coordinator

Aug 2022 - Apr 2023

UBC Chinese Language Program - *Vancouver, BC*

- Executed Instagram campaign to promote campus-wide event and engage students, achieving reach of 3400+
- Implemented webpage and designed collateral for annual Singing Contest, attracting ~200 audience members
- Hosted Moon Festival event, impacting 600+ students and instructors through snacks and educational activities
- Spearheaded employee event, gathering 100 guests in an event involving venue, food, prizes, games, and speeches

Media Assistant

June 2022 - Aug 2022

Diderot Cultural Lab - *Shanghai, China*

- Designed marketing collateral, took photos, and helped set up for a children's exhibition, attracting 1000+ guests
- Redesigned, implemented, and translated 19 pages on bilingual website, streamlining process for future site edits

ADDITIONAL EXPERIENCE

Marketing Coordinator

May 2023 - Present

nwPlus - *Vancouver, BC*

- Lead digital marketing across 6 communication channels for North America's largest beginner-friendly hackathon
- Create content for 5 social platforms, respond to messages, and reach out to 20+ organizations for cross-promotion
- Develop media kit for sponsor negotiations by compiling analytics and devising new marketing benefits for sponsors
- Filmed and led video editing of interview series, achieving 12,000+ views over 1 month across Instagram and TikTok

Co-founder & VP Visual Marketing

Sept 2021 - Present

UBC.LIVE - *Vancouver, BC*

- Lead team of 7 by assigning duties, leading meetings, recruiting and interviewing new hires, and conducting training
- Craft article covers, design layouts, and provide photography for over 40 original articles
- Designed posters to promote freshmen orientation events, engaging ~150 guests over two years

Social Media Marketing Specialist

Jan 2023 - May 2023

Urban Bounty - *Vancouver, BC*

- Conducted social media audit and worked with marketing manager to achieve consistent branding across 4 platforms
- Expanded original visual content by designing graphic templates and photographing events

TOOLS & SKILLS

- **Tools:** Illustrator, Premiere Pro, Figma, WordPress, HTML & CSS, Canva, Photoshop, Lightroom, Excel, PowerPoint
- **Skills:** Social Media for Business, Website Management, Brand Development, Graphic Design, Photography, Video Production, Content Writing, Data Analysis, Project Management, Translation (Mandarin & English)