

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 (2021-2022); Dean's List (2021-2022)

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 their undergraduate studies
 - Relevant courses: Business Immersion, Accounting, Organizational Behaviour
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WORK EXPERIENCE

Communications Assistant

May 2023 - Aug 2023

UBC Faculty of Arts - *Vancouver, BC*

- Rebranded the Media Studies program: analyzed comparable programs and delivered a complete brand system
- Created video for Media Studies program website through shooting 7 faculty interviews and editing in Premiere Pro
- Produced content for UBC-Sciences Po Dual Degree program resulting in reach +598% and engagement +2,900%
- Conducted website evaluation and renewed site structure and 15 web pages for the Dual Degree program
- Conducted data analysis regarding communication channels on information from 800 Dual Degree applicants
- Implemented content calendars using Excel; provided content ideas carrying over the next 5 months

Social Media & Events WorkLearn

Aug 2022 - Apr 2023

UBC Chinese Language Program - *Vancouver, BC*

- Executed Instagram campaign to promote event and engage students, achieving reach of 3400+
- Implemented webpage and designed graphics for annual Singing Contest, attracting ~200 audience members
- Main lead of Moon Festival event, impacting 600+ students and instructors through snacks and educational activities
- Main lead of 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 promotional materials and took photos for a children's exhibition, attracting 1000+ guests
 - Redesigned and implemented official bilingual website and streamlined process for making future edits to website
 - Translated website from Chinese to English and vice versa with accuracy and attention to detail
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ADDITIONAL EXPERIENCE

Marketing Coordinator

May 2023 - Present

nwPlus - *Vancouver, BC*

- Lead, plan, and execute social media marketing for North America's largest beginner-friendly hackathon
- Camera operator and lead video editor of alumni interviews that resulted in reach +74.1% and engagement +804%
- Create and post content to Instagram, TikTok, Twitter, and LinkedIn and respond to comments and direct messages

Co-founder & VP Visual Marketing

Sept 2021 - Present

UBC.LIVE - *Vancouver, BC*

- Assign duties based on expertise, lead base meetings, interview and recruit new members, and conduct training
- Create article covers, design layouts, and provide photography for over 30 original articles
- Designed posters to promote freshmen orientation events, attracting ~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 platforms
 - Expanded original visual content by designing graphic templates and photographing events
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TOOLS & SKILLS

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