
HIGHLIGHTS OF QUALIFICATIONS

- Pursuing a dual degree in Bachelor of Media Studies and Master of Management
- Experience in marketing, communications, design, website management, video production, and content writing
- Relevant education in courses such as Organizational Behavior, Information Studies, Digital Media, etc.
- Project management, brainstorming, and collaboration skills demonstrated through work experience and community involvement
- Detail-oriented, proactive, innovative, empathetic personality
- Software skills: proficient in Microsoft (Word, PowerPoint, Excel, Teams, Outlook), Adobe Creative Suite (Illustrator, Premiere Pro, Photoshop, Lightroom), Figma, Canva, and WordPress

EDUCATION

Bachelor of Media Studies

Sept 2021 - expected May 2025

University of British Columbia - Vancouver, BC

- Cumulative average: 89.3%
- Relevant courses: Information Studies, Photography, Film Production, Computer Science, Journalism

Master of Management

Sept 2022 - expected Dec 2025

UBC Sauder School of Business - Vancouver, BC

- The B+MM Dual Degree program is an accelerated Masters program allowing students to start their Master of Management degree during their undergraduate studies
- Relevant courses: Business Immersion, Accounting, Organizational Behaviour

WORK EXPERIENCE

Communications Assistant

May 2023 - Aug 2023

UBC Faculty of Arts - Vancouver, BC

- Led rebranding of the Bachelor of Media Studies (BMS) program: analyzed comparable programs, developed audience profiles, designed graphics, wrote brand guidelines, and delivered a complete brand system
- Created video on homepage of the BMS website through planning, coordinating, and shooting 7 faculty interviews, selecting footage, and editing in Premiere Pro, meeting the needs of BMS management
- Produced social media content for the UBC-Sciences Po Dual Degree program, including kickstarting two Instagram series, resulting in reach +598% and engagement +2,900%
- Conducted website evaluation, renewed 15 webpages, and developed new site structure for the Dual Degree program, improving user interface and ease of information consumption
- Conducted data analysis on the information of 800 Dual Degree applicants to inform which communication channels the program should focus on to attract successful applicants
- Started content calendar for each program using Excel; provided content ideas carrying over the next 5 months
- Took and edited event and headshot photos that are featured on website and social media

Social Media & Events WorkLearn

Aug 2022 - Apr 2023

UBC Chinese Language Program - Vancouver, BC

- Led Instagram campaign to promote event participation and engage students, reaching 3400+ accounts
- Implemented webpage, designed graphics, and helped set up for annual Singing Contest, attracting ~200 audience members and guests such as the Consul General of China in Vancouver
- Coordinator and main lead of Moon Festival event, impacting 600+ students and instructors through distributing mooncakes and engaging Chinese learners in educational activities
- Led team of 6 to plan and execute annual employee appreciation event, gathering 100 guests in an in-person event that involved venue, food, prizes, games, and speeches
- Hosted meetings, drafted event proposals, prepared materials, and coordinated with teams of 4 to 8 people

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 the company's official bilingual website, resulting in user-friendly, aesthetically pleasing, comprehensive interfaces, and streamlined process for the company to edit its website later on
- Translated website from Chinese to English and vice versa with accuracy and attention to detail

ADDITIONAL EXPERIENCE

Marketing Coordinator

May 2023 - Present

nwPlus - Vancouver, BC

- Lead social media marketing for North America's largest beginner-friendly hackathon
- Camera operator and lead video editor of alumni interviews, resulting in reach +74.1% and engagement +804% (Instagram), and video views +224.6% and likes +290% (TikTok)
- Post content to Instagram, TikTok, Twitter, and LinkedIn and respond to comments and direct messages

VP of Visual Marketing

Sept 2021 - Present

UBC.LIVE - Vancouver, BC

- Co-founder of a growing WeChat official account with over 1000 followers
- Head of visual marketing department: mobilized the expertise of group members by assigning duties accordingly, led base meetings, interviewed and recruited new members, and conducted training
- Create article covers, design layouts, and provide photography for over 30 original articles
- Designed posters to promote freshmen orientation event, attracting ~70 participants

Social Media Marketing Specialist

Jan 2023 - May 2023

Urban Bounty - Vancouver, BC

- Social media strategist and content creator within a team of 4 students
- Conducted social media audit and assisted with consistent branding across platforms
- Expanded original visual content by designing graphic templates and photographing events

UI/UX Designer

Sept 2022 - Dec 2022

UBC Emerging Media Lab - Vancouver, BC

- Created "EML @ Tapestry", a multimodal web-based platform showcasing all the projects created at the EML
- Worked on documentation, user testing, and designing and implementing the web page using WordPress

AWARDS

TREK Excellence Scholarship for Continuing Students
Sept 2022

Dean's List
Sept 2021 - Apr 2022

Academic Achievement Scholarship
June 2018 & June 2020

AP Scholar with Honor
May 2020

FBLA China Social Project 2.0 - Superior Award
Oct 2019

TOOLS

Illustrator
Premiere Pro
Figma
WordPress
HTML & CSS
Canva
Photoshop
Lightroom
Excel

SKILLS

Social Media
Website Management
Branding
Graphic Design
Photography
Video Production
Content Writing
Data Analysis
Project Management
Translation (Mandarin, English)