

Echo He

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EDUCATION

Wellesley College, Wellesley, MA

Expected May 2025

Candidate for Bachelor of Arts in Media Arts and Sciences (CS Concentration), Minor in Economics, GPA: 3.89/4.0

Relevant Coursework: Social Computing, Trade Policy, Human-Computer Interaction, Digital Imaging

WORK EXPERIENCE

IPG Mediabrands

June 2024 – Aug. 2024

Media Planning Intern

Beijing, China

Manage project planning and execution for Volkswagen Group

- Analyze campaign media performance to create post-buy reports, generate key ROI metrics, and compare them with KPIs, providing clients with measurable insights on ad placement success
- Conduct monthly competitor audits by collecting data from 3 research platforms on media exposure for 10+ car brands, evaluating media spending over the past two years to optimize advertising strategies
- Compare and proofread spot plans and ad placements for digital, outdoor, and traditional media channels to ensure successful execution of deployments, facilitating accurate preparation for payment requests

DHgate Group

July 2023 – Present

Research and Regulatory Compliance Intern

Beijing, China

Worked in the Executive Office of a cross-border e-commerce company, developing projects aimed at enhancing the company's strategic market positioning and social impact

- Develop a strategic plan for a women entrepreneur community, using customer persona analysis and marketing models to drive project growth, successfully launch the first cycle with a detailed execution timeline
- Construct an influencer development project outline by auditing 10+ competitor influencer accounts across three major social platforms, assessing audience engagement methods and operational strategies
- Craft consumer insights research report, analyzing social commerce trends and consumer preferences, along with company-specific pain points and media presence, to shape future positioning strategies
- Conduct market research on ESG topics, benchmarking against global standards and auditing competitors, to formulate a strategic framework for the company's first ESG report

Bluehub Capital

May 2023 - July 2023

Operations Intern

Boston, MA

Contributed to a nonprofit community development financial institution, supporting the Affordable Housing department

- Published foreclosure procedures aligned with federal and state laws for 5+ states, delivering clear eviction guidance to homeowners and enhancing the organization's website traffic
- Performed market research on distressed mortgage funds to produce a report analyzing market sentiments, risks, and opportunities in order to facilitate informed internal decision-making
- Conducted a 3-year office supply consumptionsp analysis through supplier outreach, developing a sustainability report with graphical representations and eco-friendly strategies for in-house publication

MIT Sloan School of Management

July 2022 - May 2023

Undergraduate Research Assistant

Boston, MA

Evaluated historical and contemporary relationship between government transparency and efficiency

- Established protocols and converted 3000+ qualitative raw data into quantitative datasets to cross-examine the relationship between historical innovations and the dynasties longevity
- Web scraped data from state government websites, processing 200,000+ data points for 20+ cities annually over a 3-year period, and generated measurable metrics to assess public service efficiency using Python

COMMUNITY ENGAGEMENT

The Wellesley News

Oct. 2022 – May 2024

Photo Editor

Wellesley, MA

- Craft news-aligned photos using Adobe Lightroom and Canva, raising account engagement by 300%

SKILLS

Language: Mandarin Chinese (Native)

Computer: Python, HTML, JavaScript, Microsoft Office, Google Suite, Figma, Canva, Adobe Photoshop and InDesign