

JINGYU "JAMIE" LIU

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EDUCATION

University of Illinois at Urbana-Champaign

August 2023 - Anticipated May 2024

Master of Science in Business Analytics

University of Illinois at Urbana-Champaign

August 2021 - May 2023

Master of Science in Advertising

GPA: 3.89/4.00

- 2022 Earl Cummings Advertising Research Award: 1st Place Winner

- List of Teachers (TAs) Ranked as Excellent by Their Students in Spring 2023

University of Colorado Denver

August 2018 - May 2021

Bachelor of Arts in Communication and minor in Economics & Business Administration

GPA: 3.87/4.00

- Dean's List: Fall 2018, Fall 2019, Spring 2020

WORK EXPERIENCE

Graduate Teaching Assistant

August 2022 - May 2023

University of Illinois at Urbana-Champaign

Urbana, IL

- Taught classes on data literacy, course content covers R, Excel, descriptive statistics, data analysis, and data visualization
- Developed instructional materials to elevate students' mastery of course content, including weekly handouts, lecture slides, quizzes, and practice exams
- Provided detailed instructions in computer lab and facilitated discussion groups twice a week
- Offered tutoring through office hours, supporting over 90 students with academic problems

Advertising Assistant

June 2020 - September 2020

CTV Golden Bridge International Media Group Co.,Ltd

Beijing, China

- Conducted quantitative and qualitative market research, the results of the market analysis were used to develop the fourth quarter advertising campaign for China Feihe Dairy Ltd.
- Planned and organized the Annual Car Owners Event of People's Insurance Company of China (PICC), including pre-event marketing and a week of online activities
- Wrote ad copy to promote the Annual Charity Events of Chinese Welfare Lottery on radio and social media
- Developed slogan and posters for the "Super Player" program on China Central Television Channel 14 (CCTV14)

Social Media Coordinator

July 2019 - August 2019

China Aerospace Science and Industry Corporation Limited Press Center

Beijing, China

- Wrote press releases on enterprise cooperation, official meetings, and corporate culture, with an average of 30K impressions
- Posted original content on official social media channels (WeChat, Sina Weibo, TikTok) on a daily basis
- Gathered materials and footage to report on strategic partnership meetings with other companies

ACTIVITIES & LEADERSHIP

Advertising Campaign Consultant

March 2022 - May 2022

UIUC, Amazon Advertising, Global Overview, Madesmart

Urbana, IL

- Developed an advertising strategy on Amazon for client Madesmart, garnered a total of 431,000+ impressions, drove total sales of \$1.9K with an average ROAS of 1.01 for four products in the household organizer line within 24 days
- Analyzed campaign performance and made weekly optimizations to budgets and keywords' bids
- Provided client with plausible and viable upper funnel solutions to build brand awareness

Leader of the Department of Publicity

June 2020- June 2021

CSSA (Chinese Students and Scholars Association)

Denver, CO

- Published articles on official social media channels, providing up-to-date and comprehensive information on overseas study and life for over 200 international students
- Served as an event coordinator at five international students events, responsible for taking attendance, communicating with sponsors via email or messaging, and ensuring the smooth execution of each event
- Captured events organized by CSSA through photos and videos to increase organization visibility and member engagement

SKILLS

- English (Fluent), Chinese (Fluent)
- Microsoft Excel (Intermediate), R (Intermediate), PowerPoint (Intermediate), Canva (Intermediate), Social media analytics (Intermediate), SQL (Basic), Python (Basic), Adobe Photoshop (Basic), Adobe Premiere (Basic), Adobe Illustrator (Basic)

CERTIFICATIONS

Data Analyst in R, SQL (DataCamp)	May. 2023
Amazon DSP Campaigns Certification	Nov. 2022
Amazon Retail for Advertisers Certification	Feb. 2022
Amazon Sponsored Ads Certification	Feb. 2022
Google Ads Display Certification	Nov. 2020