

## Education

### Boston University, College of Communication

Master of Science in Advertising — 3.54 GPA

Graduated: May, 2015

### City University of Hong Kong

Exchange Student

August, 2011 - December, 2011

### Sichuan University

Bachelor of Arts in Broadcast and TV Journalism — 3.61 GPA 1/53 Rank

Graduated: June, 2013

## Internship Experience

### Blue Hill Research

Media Design Intern

Greater Boston Area, United States

June, 2015 – Present

- Working on more than 20 marketing images and infographics with Adobe Creative Suite
- Creating Email templates with HTML and CSS skills, and online videos to attract prospects

### Center for Collaborative Education

Marketing Intern

Greater Boston Area, United States

February, 2015 – May, 2015

- Assisted the Marketing Director conduct market research to reach out prospects
- Posted two Tweets everyday and had attracted more than 40 new followers

### Insurance Lords

Social Media and Marketing Intern

Greater Boston Area, United States

December, 2014 – February, 2015

- Conducted inbound marketing research with the help of Whitepages and insurance-related sites
- Posted social media updates on Facebook, Twitter, etc., and created marketing materials

### Interbrand

Brand Analyst Intern

Shanghai, China

June, 2014 – September, 2014

- Completed 12 analysis reports for Fortune 500 brands while researching marketing materials, CSR, and news across 7 different industries, including Telecom, FMCG, and Pharmaceuticals
- Consolidated financial data of 150+ companies by reading reports and monitoring revenue fluctuations
- Worked on 6 Brand Management projects for Disney, P&G, ZTE, etc.

### Ad Lab of Boston University

Account Planner

Greater Boston Area, United States

September, 2014 – December, 2014

- Developed the creative strategy and research proposal for the product, a book about construction law
- Conducted marketing research, including in-depth interviews and surveys, and completed the report

### AMP Agency

Apprentice

Greater Boston Area, United States

January, 2014 – May, 2014

- Received training in brand essence, consumer research, strategic planning, and creative briefing
- Worked with a group to create a marketing plan for LifeStyles condom based research results

### Ad Lab of Boston University

Account Executive

Greater Boston Area, United States

January, 2014 – May, 2014

- Communicated between the client and creative team by setting up 3 client meetings, keeping contact with the client via emails and phone calls, and writing 15+ weekly status and call reports

## Other Experience

### Haier New Brand Project

Project Manager

- Worked with a global team to create a proposal for launching an online Haier brand

### Lenovo Marketing Competition

Top 10 in Sichuan Province (Group)

- Created a campaign for Lenovo Y by conducting research, producing ads, and presenting ideas

### ING Business Plan Competition

No.1 Winner (Group)

- Conducted research about the financial services industry in Hong Kong with 100+ surveys

### Sichuan TV Station

Reporter Intern

- Interviewed Chinese civil servants, wrote and published political news, and edited news videos

## Activities

Leader of Practice Department in Association of Social Practices

Exchange Program at Asia Research Center, Hong Kong University

Senior Journalist at Newspaper Office of Sichuan University

## Skills and Language

Computer Software: Photoshop, Illustrator, WordPress, HTML, CSS, JavaScript, Office, Adobe Premiere Pro

Language: English and Chinese