Hanyi Xu
+1 315-640-9091 | hxu100@syr.edu | https://hanyixu.com

EDUCATION

Columbia University   **August 2024 – May 2025**
    MA, Quantitative Methods in the Social Sciences, Graduate School of Arts and Sciences

Syracuse University   **August 2020 – May 2024**
    BSc, Advertising, S.I. Newhouse School of Public Communications

EXPERIENCE

Boathouse Group. Inc | Waltham, MA   **June 2023 - August 2023**
Advertising Intern
- Collaborated with a team of five to conduct a comprehensive media optimization for a client; responsible for data analysis, utilizing data from social media, websites, media analysis tools, and databases to assess the client's current situation, competitors, and optimal channels for content distribution.
- Designed a content calendar for the client's media team, developed key performance indicators (KPIs), and provided data-driven recommendations to improve their public relations efforts based on analysis of sources.
- Presented a media plan that was selected by the client among 3 competing groups, demonstrating strong analytical skills in leveraging data insights to deliver effective advertising strategies and persuasively communicate recommendations.

Orange Television Network | Syracuse, NY   **May 2023 - Present**
Editor & Post-Production Associate, Associate Producer of *Psych v. Star*
- Utilized Adobe Premiere for editing broadcast content, promotional materials, and event videos for the Newhouse School's official channel and *Psych vs. Star*.
- Led camera and lighting teams as Director of Photography for *Psych vs. Star*, coordinating on-scene shooting to capture compelling visuals under varied conditions.
- Served as Associate Producer, guiding the show's creative direction through post-production.
- Spearheaded collaborative efforts with the production team to develop content strategies, manage post-production processes, and publish polished episodes, significantly increasing digital engagement.

Thinking in Media Planning | Syracuse, NY   **January 2023 - May 2023**
Data Analytic, Digital Marketer
- Developed a comprehensive strategic media plan in capstone course for Velveeta with team members.
- Delivered a comprehensive project combining situation analysis, target audience identification, strategic planning, and effective campaign launch.
- Applied a mix of social media, interactive gaming, video billboards, and sponsored websites to strategize brand positioning and reach the target audience effectively.

Meaningful Math Research Group, Syracuse University | Syracuse, NY   **April 2023 – Present**
Undergraduate Research Assistant
- Conducted a comprehensive study investigating the effects of social justice themes on the critical thinking, identity formation, and academic engagement of undergraduate students in precalculus.
- Utilized both qualitative and quantitative research methods, including in-depth interviews and surveys, to collect and analyze data from 58 students at a predominantly white institution.
- Employed statistical techniques to analyze survey data and gather insights for research paper.
- Attended conferences for research showcase and innovation, including the Syracuse University SOURCE Fall Research Expo, D.E.I.A. Symposium, PME-NA Conference, and the 18th ACC Meeting of Minds Conference.

SKILLS

Office Tools: Excel (certified in 2022), PowerPoint, Word, Pages, Numbers, Keynote, Google Suits, Canva, Miro
Editing & Photography: Proficient in Adobe Premiere, Photoshop, and Lightroom. Proficient in using professional camera equipment, such as Canon C70, R6, and Sony A7S3.
Data Analytics: GWI Database, MRI Simmons, Nielsen Commspoint, MAXQDA