



**Hanyi Xu**

hxu100@syr.edu

315-640-9091

Zhejiang, China

hanyixu.com

## **WORKING EXPERIENCE**

### **Boathouse Advertising Intern**

***Boathouse Group. Inc***

***Waltham, MA***

**May 2023 - August 2023**

Engaged in an intensive eight-week internship program.

Assisted with client deliverables, working closely with a dedicated mentorship team.

Undertook individual and team-oriented projects, enhancing my knowledge of marketing strategies and the essentials of creating an integrated marketing campaign.

Maintained efficient communication and cultivated relationships with agency team members, mentors, and fellow interns, honing my interpersonal skills.

Demonstrated initiative, effective problem-solving skills, and adaptability, ensuring the success of assigned projects.

### **Undergraduate Research Assistant**

**"Supporting and Studying Syracuse Youth Interested in Teaching."**

***Syracuse University School of Education***

***Syracuse, NY***

**February 2022 - May 2022**

Meet with leading professor in an initial meeting to review RA expectations and go through overall project

Meet weekly to discuss project progress

Conducting interviews with high school students applying a pre-developed set of questions and conducting focus groups

Collecting audio and video data during interviews and focus group

## **EDUCATION**

### **Syracuse University**

**S.I. Newhouse School of Public Communications**

Syracuse, NY

Bachelor of Science` 24

Major in Advertising

Minor in Computer Engineering

## **SKILLS**

Microsoft Words Excel PowerPoints

Google docs slide sheets

Apple Pages Numbers Keynotes

Zoom Adobe Premiere

Python HTML5 CSS3 Javascript

GWI Databoase MRI Simmons

Nielsen Commspoint

Mandarin (native) English (fluent)

Excel Associate Certified

### **FYS 101 Peer Leader**

***Syracuse University Office of Acedemic Affairs***

***Syracuse, NY***

**September 2022 - December 2022**

Co-facilitate a group of approximately 19 first year students through discussions about transition to college once a week for 12 weeks of semester

Meet weekly with Lead Instructor for course preparation and employ Blackboard to manage students' participation grades

Communicate with first year students via email and/or other channels, and engage in leadership development programs and initiatives