

# Hanyi Xu

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## EDUCATION

### Syracuse University

August 2020 – May 2024

- Bachelor of Science in Advertising, S.I. Newhouse School of Public Communications
- Minor in Computer Engineering, L.C. Smith College of Engineering and Computer Science

## WORKING EXPERIENCE

### Boathouse Group. Inc | Waltham, MA

June 2023 - August 2023

#### Advertising Intern

- Coordinated and managed client projects actively, gaining insights into effective marketing strategies through hands-on mentorship.
- Enhanced team communication and collaboration by cultivating strong relationships with agency members, mentors, and fellow interns.
- Demonstrated initiative and adaptability in solving complex problems, thereby ensuring successful project completion, and fostering an environment for innovative thinking.

### Orange Television Network | Syracuse, NY

September 2023 - Present

#### Editor & Post-Production Associate, Associate Producer of *Psych v. Star*

- Expertly utilized Adobe Premiere for editing broadcast content, promotional materials, and event videos, ensuring engaging storytelling and high-quality production 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 from initial concept through to post-production, enhancing narrative flow and audience engagement.
- Spearheaded collaborative efforts with the production team to develop content strategies, manage post-production processes, and publish polished episodes, significantly increasing viewership and digital engagement.

## RESEARCH EXPERIENCE

### 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 data from 58 students at a predominantly white institution.
- Employed statistical techniques to analyze survey data.
- Attended conferences for research showcase and innovation, including the Syracuse University SOURCE Fall Expo, DEIA Symposium, and the 18th ACC Meeting of Minds Conference.

## SKILLS

**Office Tools:** Excel (certified in 2022), PowerPoint, Word, Pages, Numbers, Keynote, Canva

**Editing & Photography:** Proficient in Adobe Premiere, Photoshop, and Lightroom

**Computer Programming:** HTML5, CSS3, JavaScript, Python

**Data Analytics:** GWI Database, MRI Simmons, Nielsen Commspoint, MAXQDA