

CURRICULUM VITAE (CV)

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
- GPA: 3.463

WORKING

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 University | Syracuse, NY

August 2023 - Present

Editor & Post-Production Associate

- Spearheaded the editing and post-production of weekly television shows
- Collaborated with production teams to develop creative concepts, ensuring alignment with overarching themes and quality standards
- Utilized software such as Adobe Premiere Pro, After Effects, and Final Cut Pro to edit video content, add special effects, and optimize audio
- Implemented new editing techniques such as color grading and sound design to enhance the production value of projects

Newhouse CAGE Syracuse University | Syracuse, NY

August 2022 – September 2023

Front Desk Associate & Engineer

- Complete reservations for checking-out and checking-in photography equipment and accessories
- Follow all the Newhouse CAGE policies and procedures for daily, opening, and closing operations
- Attention to detail and care completing assigned inventory tasks of equipment
- Maintaining the organization and cleanliness of all equipment including our facilities: cage, labs, and editing suites
- Answering Newhouse Help Desk phone and creating help desk tickets for technology issues or requests

First Year Seminar Team, Syracuse University | Syracuse NY

August 2022 - Present

Peer Leader

- Facilitated a group of first-year students and assisted with their transition to college through weekly discussions across a semester
- Collaborated with the Lead Instructor for course preparation and managed student grades using Blackboard
- Engaged in regular communication with students and engaged in leadership development programs and initiatives

Academic Excellence Workshop, Syracuse University | Syracuse, NY**August 2021 – December 2021****Calculus Facilitator**

- Facilitate 9 incoming freshman in Calculus
- Help office hour to solve problems for Freshman
- Attend weekly course development forum and provide suggestions for course development

RESEARCH

Meaningful Math Research Group, College of Art and Science**Syracuse University | Syracuse, NY****February 2022 – May 2024****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 advanced statistical techniques to analyze survey data, revealing strong correlations that supported key research themes of criticality, intellect, and identity
- Worked in a collaborative research environment, contributing to study design, data collection, and analysis alongside faculty and peers

Supporting and Studying Syracuse Youth Interested in Teaching, School of Education**Syracuse University | Syracuse, NY****February 2022 - May 2022**

- Trained in qualitative research methods and ethics to conduct a study focused on high-school students' attitudes toward teaching as a profession
- Conducted on-site interviews and facilitated focus groups at a local high school, employing audio-visual equipment for data collection
- Collaboratively analyzed interview and focus group data, identifying key trends and keywords to synthesize findings
- Contributed to team discussions and data analysis sessions, aiding in the development of research insights and conclusions

COURSEWORK

Velveeta Strategy Recommendation, a Real-Client Project | Syracuse, NY**May 2023****Member, a 4-person Team Project**

- Established a comprehensive strategic media plan for Velveeta with other team members
- Delivered a comprehensive project combining situation analysis, target audience identification, strategic planning, and effective campaign launch, exemplifying a thorough understanding of the advertising process
- Applied a mix of social media, interactive gaming, video billboards, and sponsored websites to strategize brand positioning and reach the target audience effectively

Tidal Media Recommendation | Syracuse, NY**May 2023****Member, a 3-person Team Project**

- Developed a strategic media planning recommendation tailored for Tidal, focusing on aligning with the brand's core values and objectives.
- Employed both qualitative and quantitative research methods, including insightful interviews and rigorous database analysis, to gather relevant data.

- Presented evidence-backed strategies, ensuring optimal reach and engagement for Tidal within the target market segments.

Paper

- Boutros, E., Wu, Q., **Xu, H.**, & Fonger, N. L. (2023). *Making mathematics meaningful: How learning about local social injustices develops undergraduate students' criticality, identity, intellect, and skill*. The Honors Crown Journal. In Press.

PRESENTATIONS

- Boutros, E., Fonger, N. L., Wu. Q., **Xu, H.** (2023). *Making Mathematics Meaningful: How learning about local injustices develops undergraduate students' criticality, identities, intellect, skill, and emotion*. Poster presented at the SOURCE Symposium, August 10, 2023, Syracuse University.
- Boutros, E., Fonger, N. L., Wu. Q., **Xu, H.** (2023). *Enhancing Students' Inclusion and Belonging by Developing Meaningful Mathematics Literacy in the Place We Now Call Home*. Presented at the D.E.I.A. Symposium, October 3, 2023, Syracuse University.

SKILLS

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

Computer Programming: HTML5, CSS3, JavaScript, Python

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