

## SKILLS

- **Technical Skills** Python, R, Photoshop, Lightroom, Adobe Premiere, MS Excel, Word, PowerPoint, Github
- **Soft Skills** Growth mindset, Culture awareness, Adaptability, Interpersonal skills, Communication and presentation.
- **Languages** Fluent English; Native Mandarin; Conversational Spanish

## EDUCATION

- **University of Pennsylvania** Philadelphia, PA  
*Intercultural Communication (MsEd)* Sep. 2021 - May. 2024
- **Soochow University** Suzhou, China  
*Communications (BA); GPA: 3.85/4.00* Sep. 2016 - Jun. 2020
- **Seattle University** Seattle, WA  
*School-sponsored Exchange* Aug. 2019 - Dec. 2019
- **University of California, Berkeley** Berkeley, CA  
*School-sponsored Exchange; GPA: 3.80/4.00* Jan. 2019 - May 2019

## PROFESSIONAL EXPERIENCE

- **Yunyu Intelligent Tech LLC** New York, NY  
*Chief Marketing Officer* May 2023 - Present
  - Built a cross-functional marketing team of 10 professionals, overseeing marketing plan development, business development initiatives, and 10+ campaign projects. Established a strong online presence through the website, and three different social media accounts, effectively reaching and engaging with the target audience.
- **Accenture** Shanghai, China  
*Project Manager* Jan. 2021 - Jul. 2021
  - Led consulting engagements, fostering collaboration across 4 cross-functional teams, resulting in 2 additional projects.
  - Optimized processes, reducing **overhead costs by 80%** for a design project.
  - Co-led a sprint project, gathering market insights for 5 new product features. Conducted 7 rounds of UX testing with 150+ participants.
  - Managed projects using advanced tools, decreasing average delivery time from 90 to 68 days for 20+ teammates.
- **TEDx** Suzhou, China  
*Brand Marketing Specialist* Jun. 2018 - Jan. 2019
  - **Managed social network accounts** added > 2,000 followers in 2 months with record-high PV (> 50,000).
  - Secured funds of 30,000 CNY (\$8,500) with the free venue and catering for annual events.
  - Curated 2018 TEDxSuzhou Salon, including fundraising, agenda design, media publicity, speaker training, volunteer recruitment, and logistics management.
- **The Bookworm Cultural Development Co., Ltd.**  
*Event Manager* Jan. 2018 - Sep. 2018
  - Co-organized the 2nd China-Europe Literary Festival with the German Consulate, managing publicity and resulting in 25K+ participants and \$30K+ profit.
  - Scheduled 12 overseas writers in China and coordinated 250 volunteers.
  - Designed the company website, managed social media, planned 6 events generating \$70K+ revenue and 500+ members. Hosted 5 sessions and interviews in bilingual proficiency.

## PROJECT EXPERIENCE

- **Toronto Metropolitan University** Toronto, Canada  
*Research Assistant* Jun. 2019 - Sep. 2019  
*Adviser: Dr. Jenna Jacobson Global Research Internship Scholarship funded by state Ministry of Education (Top 1)*
  - Analyzed 323 micro-influencers to understand innovation in digital retail.
  - Self-taught Python to streamline data collection, creating a 20-page handbook for future use.

## LEADERSHIPS & VOLUNTEER

- Marketing Chair, PennEnchord A Cappella Sep.2022 - present
- Vice President, Chinese Student and Scholar Association at Penn Apr.2021 - May.2022
- President, Soochow University Student International Exchange Association Apr.2017 - May.2018
- Volunteer, UNESCO-Talkmate NEXUS Language Champion Challenge Dec.2017 - Mar.2018
- Volunteer, AIESEC Quality Education Program (Lviv, Ukraine based) Jul.2018 - Aug.2018