

Junyu Wang

Los Angeles | (323) 337-2837 | junyuwan@usc.edu | GitHub: <https://github.com/junyuwa> | Website: junyuwang.info

EDUCATION

The Chinese University of Hong Kong

Bachelor of Journalism and Communication

Relevant Courses: Social Media Analytics, Applied Data Science in Marketing, Infographics and Data Visualization

Major GPA: 3.5/4.0

Hong Kong S.A.R.

Sep 2017 – Jun 2021

University of Southern California

MS in Digital Social Media

Relevant Courses: Interactive Marketing Technologies, Analytics and Research Methodology

Major GPA: 4.0/4.0

Los Angeles, U.S.

Aug 2021 – Present

Career Foundry

Full-Stack Web Development Program

Relevant Courses: Frontend Development, Server-side Programming, Client-side Programming

Remote

Jun 2022 – Present

PROFESSIONAL EXPERIENCE

Edelman

Public Relations Intern

Beijing, China

Apr 2020 – Sep 2020

- Researched on industry dynamics and background through news articles and academic papers, developed marketing and public relation campaign proposals accordingly, which helped Edelman being selected as the PR partner with Hilti, WCG and OPPO.
- Managed social media accounts for Bitmain, a bitcoin mining company, independently designed a new set of visual style using Canva and Adobe Photoshop, which was proved to increase page views by 120%.
- Wrote English public relation releases, monitored international news coverage, cleaned and visualized the data of news coverage with Excel form, generated weekly and monthly data analysis reports for clients to track PR progress.

LT Heyday Culture Communication

Digital Media Operation Intern

Hong Kong S.A.R., China

Feb 2020 – Apr 2020

- Designed posters with Adobe InDesign which attracted 4 professors and over 5,000 university students to join zoom sharing sessions, created an interactive game page on social media which helped achieve a growth of 10,000 followers in a week.
- Analyzed the data of page views and followers' basic information, collected readers' feedback through surveys and in-person interviews to develop operation strategy of a child-rearing social media account, increased page views by nearly 80%.

PROJECTS

UniQ: Campus Social App – Marketing Manager

Aug 2021 – Dec 2021

- Conducted interviews with 20 college students from different backgrounds and created online surveys to develop user personas, crafted a six-month multi-channel digital marketing plan for the app.
- Defined a new vibrant visual style according to customer surveys, designed a corresponding infographic by Adobe Photoshop to be posted on Instagram, user number increased by one time after the first post.

Annenberg Media Center Interactive Desk: Halloween Feature

Sep 2021 – Oct 2021

- Participated in weekly workshop, learned basic webpage development using HTML, CSS, and JavaScript.
- In teamwork, created an interactive webpage listing activities to do on Halloween, created HTML elements and integrated flexbox and grid system to organize the layout, added CSS styling, added interactive features to elements with JavaScript. The site has been released on Annenberg Media website on Halloween.

SKILLS

- **Data Analysis and Visualization:** Tableau, SPSS, Brandwatch, Google Analytics, Knime
- **Design:** Figma, Canva, Adobe InDesign, Adobe Photoshop, Adobe Illustrator
- **Web Development:** HTML, CSS, JavaScript, Node.js, Express, MongoDB
- **Language:** English, Mandarin, Cantonese, French