# Junyu Wang

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## EDUCATION

**The Chinese University of Hong Kong**  **Hong Kong S.A.R.**
*Bachelor of Journalism and Communication* Sep 2017 – Jun 2021
Relevant Courses: Analytics in Communication, Creative Media, Data Science in Marketing

**University of Southern California** **Los Angeles, U.S.**
*MS in Digital Social Media* Aug 2021 – Present
Relevant Courses: Interactive Marketing Technologies, Analytics and Research Methodology

## PROFESSIONAL EXPERIENCE

**Edelman** **Beijing, China**
*Public Relations Intern* 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 promote cooperation with Hilti, WCG and OPPO.
- Independently designed a new set of visual style for Bitmain's WeChat public account using online layout design tools as well as Adobe Photoshop, which was proved to increase page views by 120%.
- Wrote English public relation releases, monitored news coverage, cleaned and visualized the data of news coverage with Excel form, generated weekly and monthly data analysis reports for our clients to track PR progress.

**LT Heyday Culture Communication** **Hong Kong S.A.R.**
*Digital Media Operation Intern* Feb 2020 – Apr 2020
- Produced and edited blog posts for clients' WeChat public accounts and Weibo accounts, organized one online sharing session per week to support the branding of Yuxing Education on social media.
- Designed posters with Adobe InDesign which attracted 4 professors and over 5,000 university students to join sharing sessions,  created an interactive game webpage 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.

## PROJECTS

**Annenberg Media Center Interactive Desk: Halloween Feature** Sep 2021 – Oct 2021
- Participated in weekly workshop, learned basic webpage development using HTML, CSS, and JavaScript.
- Created an interactive webpage listing activities to do on Halloween, which had been released on Halloween.

**On-site Marketing Campaign for SONY Store at K11 Musea, Hong Kong** Feb 2021 – May 2021
- Devised 20 survey questions for a customer survey, conducted on-site interviews with visitors of the store, explored their motivation, expectation, and pain points for the shopping experience, created customer personas, analyzed the data with Excel and created infographics.
- Hosted and presented the final marketing campaign plan on behalf of the group to our client SONY store at K11 Musea, which had been adopted by them and launched in summer 2021.

## SKILLS

- **Data Analysis and Visualization:** Tableau, SPSS, Brandwatch, Microsoft Office, Google Analytics, Knime
- **Design:** Figma, Adobe InDesign, Adobe Photoshop, Adobe Illustrator
- **SEO:** Moz, SEMRush, Screaming Frog SEO Spider