

**Leung Yi Yan, Kelly 梁以忻**

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Recent NYU MS in Publishing graduate with skills in multilingual communication. Experienced in editorial work and marketing plan creation. Eager to apply digital media skills to deliver content for multicultural readers.

OPT Start Date: February 17, 2026

**EDUCATION**

**New York University** Dec 2025

*Master of Science, Publishing: Digital and Print Media*

- Awards and Honors: Hearst #2 Publishing Fellowship (2024-2025)
- Relevant Courses: Social Media Marketing Strategies, Book Marketing and Branding, Publishing Analytics and Consumer Insights, Managing a Digital Brand

**The Chinese University of Hong Kong** Jul 2022

*Master of Arts, English (Literary Studies)*

**City University of Hong Kong** Jul 2021

*Bachelor of Arts, English*

- Awards and Honors: Professor Shirley G.L. Lim Poetry Writing Scholarship

**Hong Kong Baptist University** Jul 2019

*Associate of Arts (Merit), Bilingual Language and Literature Studies*

**CLASS PROJECTS**

**Publishing Capstone Project (NYU Fall 2025)**

- Developed a full business plan for a Cantonese self-learning website, including financial projections, marketing plan, and sample content, and presented to a panel of industry advisors.

**Book Marketing and Branding (NYU Spring 2025)**

- Developed a full marketing and publicity plan for *A Year with the Seals* (Algonquin Books 2025) that includes sample social media posts and an extensive marketing timeline.

**Social Media Marketing Strategies (NYU Fall 2025)**

- Developed a social media marketing plan for a hypothetical rebranding for *TIME*, including goal setting, launching timeline, extensive social media auditing, and sample posts

**Digital Financials (NYU Fall 2024)**

- Created a strategic plan for the subscription and e-commerce department for a luxury running app that contains a tiered subscription bundle, and multiple revenue streams for e-commerce sales.

## **EXPERIENCE**

### **Hong Kong Shue Yan University**

**Hong Kong**

*Part-time Research Assistant*

1/2022 – 9/2023

- Organized experiments for a government-granted research project
- Designed teaching material and activities on English prepositions
- Built linguistic database using children's literature books
- Commented on proposed literary course outlines for SYU's English Department
- Facilitated U.S. Consulate-collaborated workshop 'Highway to U.S. Colleges'

### **Hong Kong Underwater Association**

**Hong Kong**

*Part-time Official*

5/2021 – 7/2021

- Served for the Association's 'Jockey Club Community Sustainability Fund – New Waves with Fin' charitable program
- Created Google Forms for classes and fun day events application, paired with an Excel system to sort participants for program managers
- Liaised with local charitable organizations and community centers to place flyers at their sites
- Maintained attendance records using an easy-to-use check form and photos as proof

### **City University of Hong Kong**

*Editorial and Research Assistant*

5/2020 – 7/2020

- Built databases containing over 400 individuals and research libraries as potential subscribers for 'Crime Fiction Studies' (Edinburgh UP)
- Developed an offline database for research articles on crime fiction, comprising over 350 essays
- Contributed to editorial and bibliographical works for *Dorothy L. Sayers: A Companion to Mystery Fiction* (McFarland 2021)

### **Eye Level Genius Kidz Education Center (Kowloon City)**

*English and Mathematics Tutor*

6/2019 – 12/2019

- Instructed kindergarten- and primary-level English and Mathematics
- Tracked individual progress in a class of 4-5 students

## **SKILLS**

HTML • CSS • JavaScript • Google Suite • Microsoft Office • WordPress • Wix • Canva • Figma  
• GitHub • Hootsuite • Sprout Social • Google Analytics • Cantonese (Native) • Mandarin Chinese (Fluent) • Korean (Basic)