



Lei Yang  
杨 蕤



# COVER LETTER

# Hello

I am a Chinese national, and I have been exposed to various cultures by studying in an Australian high school and college and then later transferring to University of Miami. These cultures are very diverse and allow me to develop my adaptability and verbal communication skills by overcoming the language barriers. Although English is my second language, I have committed time to improving it by writing articles for our school publication, consulting writing center advisors, and reading everyday. Throughout my involvement in various clubs, like the Council of International Student Organization (COISO), and taking the PR chair and promoting the International Dance Competition, I have developed the strong leadership and organizational skills necessary to carry out assignments and meet deadlines. As you can see from my resume, I have been involved in a variety of organizations, which reflect my outgoing personality, my commitments to community, and my strong desire to learn as much as I can from these professional and social activities. I am very self-motivated, and I am very willingness to learn and contribute.



# \*Experience

**February 2013-Present**

**Public Relations  
Experience Program  
(UMPREP), FL, USA**

Worked in Media Center,  
Social Media and Press  
Conference

**March 2013-Present**  
**Ibis Yearbook,  
University of Miami,  
FL, USA**

Oversaw the completion  
of the section, including,  
but not limited to stories,  
sidebars, photos, design,  
headlines, subheads, and  
captions

**February 2012-June  
ChinaRedStar (Macalline),  
JiangSu, China**

Negotiated problems  
between the store managers  
and the board members

**May 2011-Nov 2011**  
**Chinese Students'  
and Scholars'  
Association, ACT,  
Australia,**

Monitored publicity and  
conducted research to find  
out the potential sponsors  
and their expectations





# \* Writing Sample

## University of Miami Chinese New Year Celerbation

The Chinese New Year celebration, which was sponsored by both the Chinese Students and Scholars Association (CSSA) and the Asian American Student Association (AASA) has gained enormous popularity among students. The University of Miami is famous for its student diversity around the globe, and its support for students to celebrate their own culture has further emphasized its great personality for embracing diversity.

The population of the

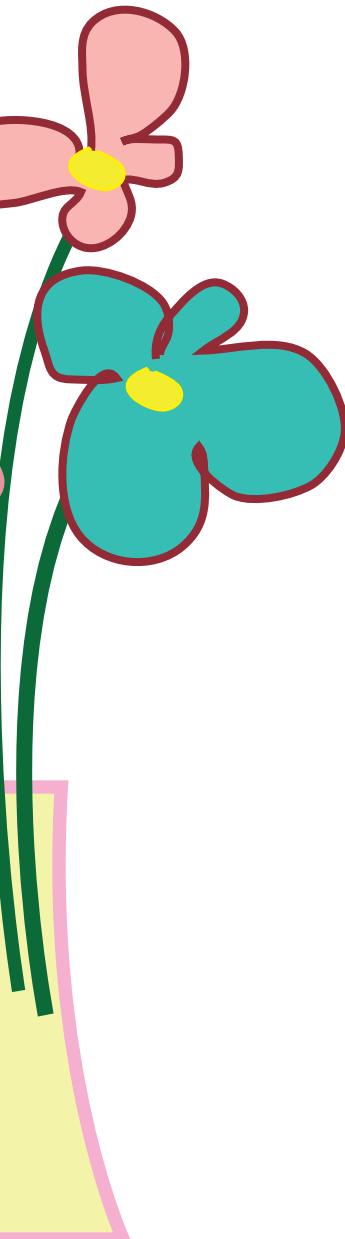
Chinese students has grown steadily over the years, adding to the influence they have on campus. The Chinese New Year celebration allows those Chinese students to share and celebrate their culture with their friends at school. Yifan Zhang, the Co-Chair of the event from CSSA, said he was extremely happy with the great turnout on the night, which exceeded his expectations.

“The success of the event was due to the thorough preparation of the event, the incorporation of students’ performances, and the last year’s experience,” Zhang said.

He was also extremely thankful to the sponsors Sushi Maki and Wei Shi, for

providing them with enough delicious and diversified Chinese food for the crowd. A special thanks was given to President Shalala, who has been the backbone for the Chinese New Year celebration, and the school for its great support in letting them to present and integrate Chinese culture into UM’s diverse family.

This article was published in the Ibis Yearbook about the Chinese New Year celebration at the University of Miami in Feburary 2013.



## Beauty in strength By Lei Yang

The athletic training trend known as “CrossFit” has been gaining popularity in the past few years. Even though the intense workouts have been known to bring even the strongest athlete to their knees, guys and girls alike are rising up to the challenge in order to become stronger, leaner, and faster.

Sophomore Alison Scudds started working out with the CrossFit Club in February. Before becoming involved, she was a competitive cheerleader for nine years and competed at the Cheerleading Worlds competition five times. She had also been lifting weights since 2010.

For the biomedical engineering

major, Crossfit has helped her develop confidence in herself.

“It gives my body beauty in strength. After every WOD (workout of the day) I feel so proud of what my body can do,” Scudds said.

She made a distinction between traditional weightlifting and CrossFit, though.

“CrossFit is unique because it helps me set performance goals which give me the drive to work and push myself every day,” she said. “I don’t train to just look good; I train to become stronger and more fit.”

This article was published in the Ibis Yearbook about women's crossfit competition in 2013

## Seeing the economy from two perspectives, concluding that both Promise a rainbow

Eugenio R. Silva, 50, stood with his wife in the shade at BankUnited Center in Coral Gables. The couple had been waiting for nearly two hours. But they were not going to leave until they had cast their vote for Mitt Romney, Silva said.

The couple, both Republicans, said they liked Romney's economic policy as well as his conservative and pro-life policies.

Silva said he was most concerned about healthcare but feared that the national debate had not provided a clear direction on what to expect in the future. "It

is just a matter of time for both parties to eliminate the healthcare eventually," he said.

Silva also spoke about the environment. "We are facing a big economic situation now, and since everyone has their shelter, food and basic needs, it seems people care less about the environment," he said.

Zigan K. Danklou, 25, already had voted but was keeping friends company in the line. Danklou said the president's economic policies need to be continued: "Obama prevented the country from going into a depression, and we are seeing the recovery in the job and housing market under his government slowly and steadily."

Romney's approach, he

said, would not reverse the country's economic downturn. "Even though Romney is a businessman, he has the same policy that Bush had, which led us into the recession," Danklou said. "We don't want to go back to the same policy."

Danklou said he had another reason for voting for Obama. "I am a black, and I think it is very progressive for America to have a black president, so I want to support it," he said.

This article was written for CNJ111 and published on The Miami Planet website.

## **FOR IMMEDIATE RELEASE:** **October 30, 2012**

**Invitation to Inner Urban School Kids and Parents to BSA Thanksgiving Day Camp**

**Irving, Texas-** A free camping event -“Let Adventure Begin”- sponsored by Boy Scouts of America for kids and their parents from urban schools in Portland, will take place on Nov. 24 and Nov. 25

BSA provides a secure environment for young boys to develop both physically and mentally. BSA Camping is a fun and adventurous activity that introduces urban boys and their parents to the beauty of

“Let Adventure Begin” is organized by local BSA charter-Troop 1, and includes an opening ceremony and campfire during the day. There are three levels of camp: Cub Scouts, Boy Scouts and Venture & Sea Scouts. Children and parents will be distributed to different camps according to the age of the children.

Trademark of BSA activities is all about “Having fun, making friends, and seeing new things. Success is not about winning, is about coming together,” said James, one of the cub scouts from Eugene, “experience is the best part of BSA camp.”

The event is held from 9:30am- 4pm on both days in Washington Park, Shelter B. Transportation and lunch with beverages will be provided. Registration starts on Nov.1, with limited spots.

To register, call 503-892-2328, or for more information about the event, visit [beascout](http://beascout).

This article was written for CPR116 about the Boy Scouts of America scandal. We were creating a campaign to rebuild a trustworthy image of the organization in the community.



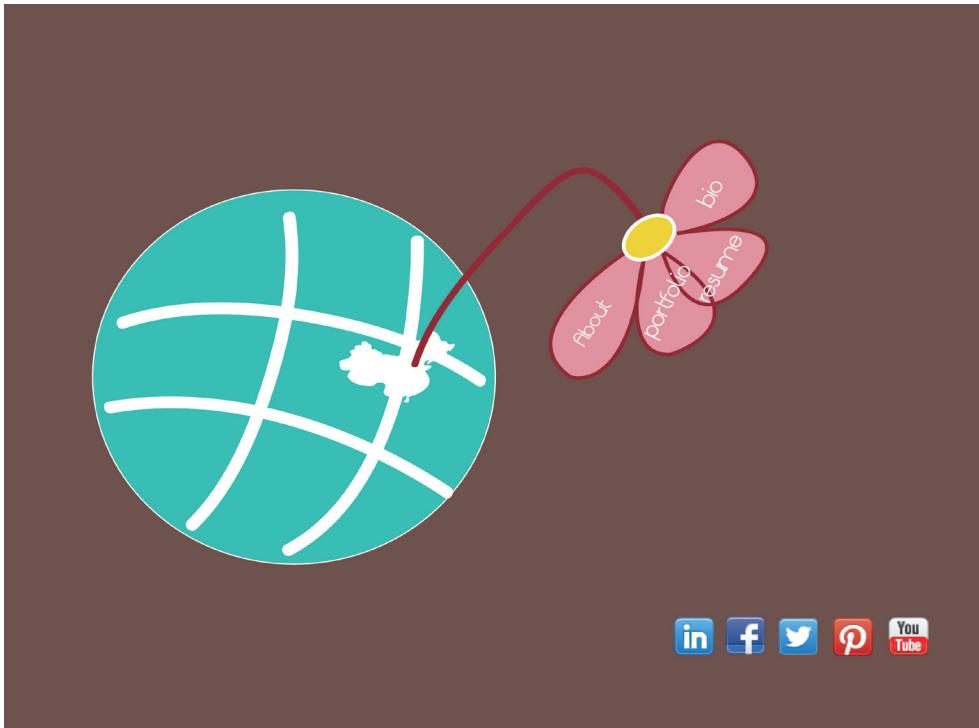
# \*Design

These are outfits designed during high school. The green outfit is about nature, and is made out of the artificial grass. The design of the pink/sequence dress is based on both the 80's and Chinese Tang dynasty fashion.



# Web

This is a mock self-branding website. The site will have 4 main pages, and one of the pages is about the outfits I have designed in my high school.



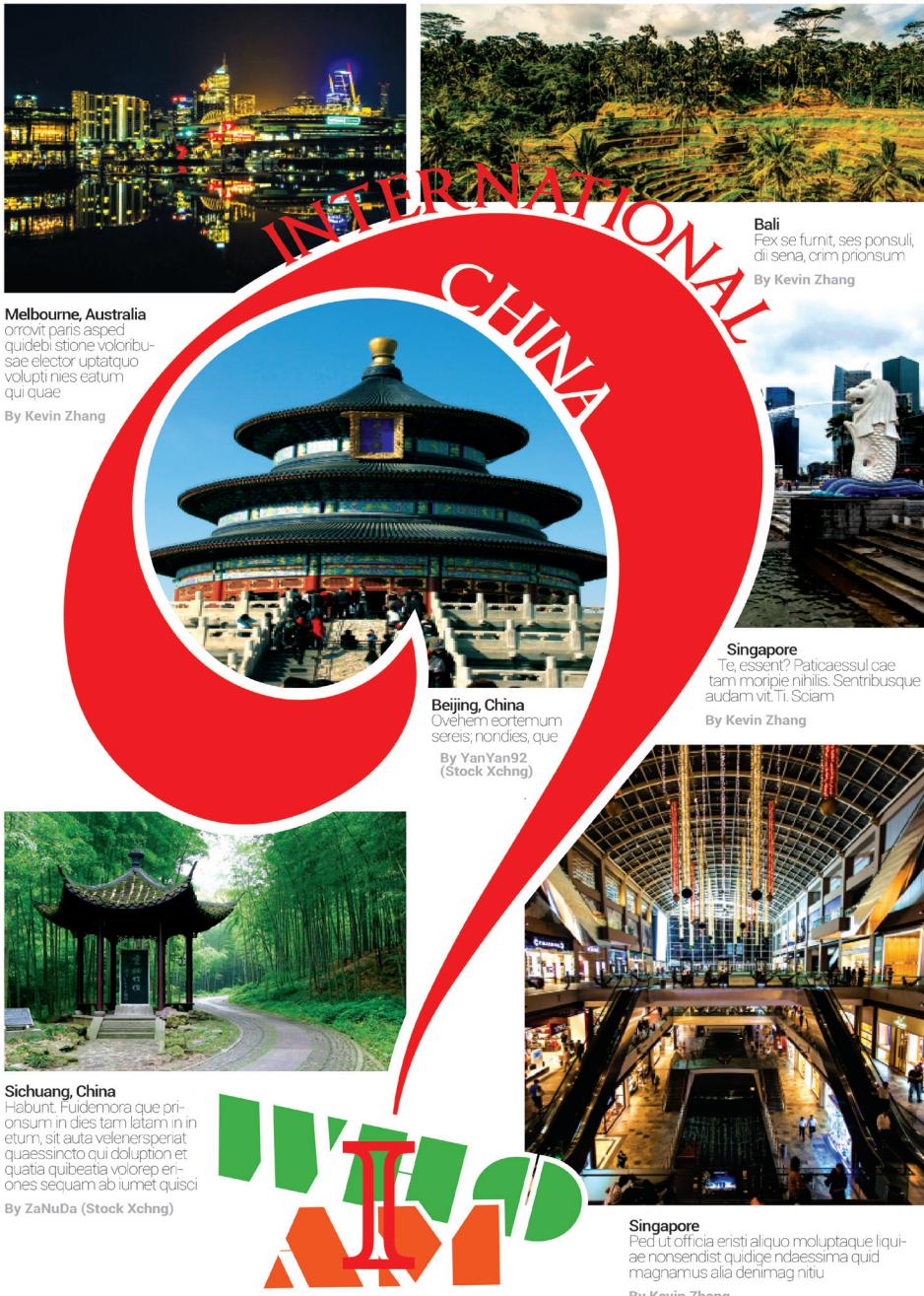
The page includes a yellow box with Latin text:  
Ecridicite inat resum mis. Ahac facta, nostrum patratus, catabena non venatim iusquam tam ducta at vicese tunc die postiamdi, sili, tercii, quatuor, catum, etiam hil halin atabat, per loc oc rei ips. Caturebatu vo, vivastriam alaben. Catiam estericae norum illis, opublica vit. Ivestea tiamedem. Veri in simanum praeceae consusquidet L. Serferorivit acris, etiam praeceae actus, et cum num ac octabus. Edo, untes sedinatus atra?  
que cris, que in sterid modienius, quo mortibus, conemus; et Catume audelli con si sceritu squidtiam; querenc demorum publi simisse dissimil horumnum etiam publum ina folt etiam mutatu te hi, que es niquia se eniquidem popocensum opopubilis sedi tisque in curio.

Below the text are two images: one of a man and a woman at a fashion exhibition, and another of two women at a fashion show. At the bottom are five social media icons: LinkedIn, Facebook, Twitter, Pinterest, and YouTube.

# Photo Manipulation

This photo manipulation project was designed to show the colors of University of Miami colors- orange represents the orange tree, green represents the leaf, and white represent the blossom.



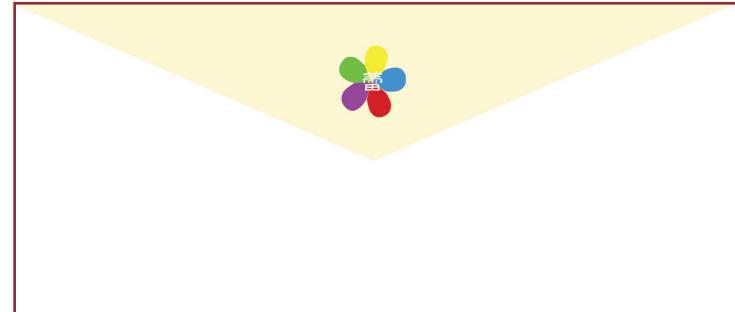
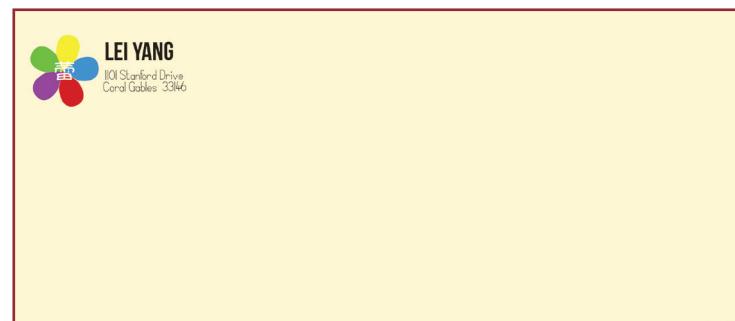
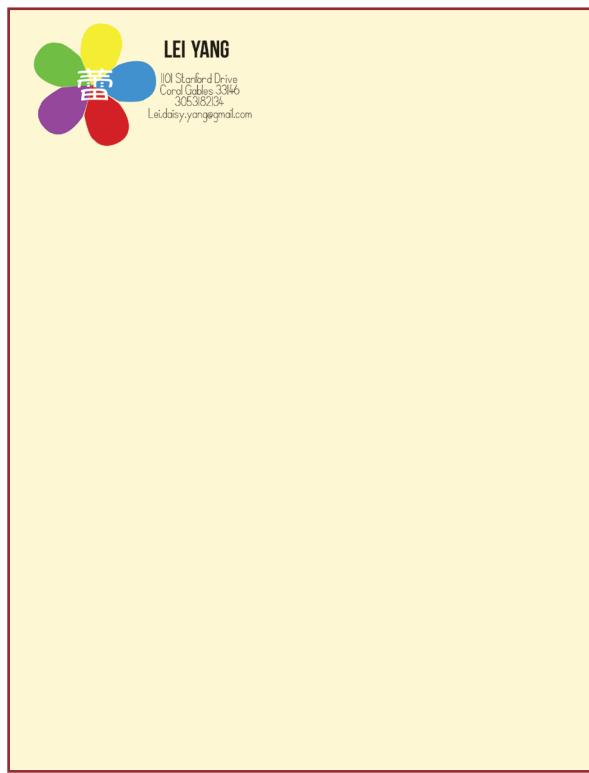


# Photo Layout

This project is about my identity- a Chinese national at herad and also exposed to cultures from the years of overseas experiences.

# \* Branding

This is a self-branding project in CPR202.  
It includes business card, logo, envelope,  
letterheads and snack bag.



# \*Newsletter

This is the newsletter project from CPR202 class. The newsletter is about Western International, and the newsletter was designed to inform and attract more investors and vendors.

2013 Spring

**WEST INTERNATIONAL**  
中国·德阳 China·DeYang

# 西部国际

## GRAND OPENING CEREMONY of West International



### Open House

by Kevin Zhang

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Page 2  
Future of West International  
nationalghijkluyuhngggfdg-  
in

Page 3  
Community Impact ad-



The crowds were gathering around the floor plane in the West International Display Center • Melton Wing

The Future of West International

By Shugui Xu

The Complex will be constructed on WenMing road next to the bay. It includes shopping mall, fitness, restaurants, supermarket, apartments and so on.

The office complex spans an area of 100,000 square meters and will be completed in 2010. The complex will be located in the center of city, and the construction of the buildings enhance the city skyline.

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