

Zhengkao "Mike" Pan

zhpan@bu.edu • (281)701-0721

<https://www.linkedin.com/in/mike-pan/> • mikepan.xyz

EDUCATION

Boston University College of Communication, Boston, MA

Expected June 2018

Master of Arts in *Emerging Media Studies*

GPA: 4.0/4.0

Relevant Coursework: Networks and Social Media, Design and Interactive Experiences, Web Application Development, Developing Interactivity, Design & New Media

Fudan University, Shanghai, China

September 2013-June 2017

Bachelor of Arts in *English Translation and Interpretation*

GPA: 3.1/4.0

Excellent Student/Leader of Fudan University Award 2014-2016

Relevant Coursework: Consecutive Interpreting, English Writing, English Listening and Speaking, E-Business, Introduction to Marketing, Computer & Database, Advanced Computer Applications & Multimedia

EXPERIENCE

Communication Research Center, Boston University College of Communication, Boston, MA

January 2018-Present

Research Assistant

- Search & examine major online databases/libraries for articles on social media usage for emotional support purposes
- Assist Dr. Mina Tsay-Vogel with her researches on psychological and social effects of mass media and social media

Wunderman/AGENDA, Young & Rubicam Group, Shanghai

June 2016-September 2016

Account Executive Intern

- Conducted in-depth market analysis and competitor reports for Campanile Hotel & Cirque du Soleil entering China
- Participated in the planning of a Huawei campaign by finding analogies between the celebrity endorser and the product
- Acted as a liaison between the client and internal teams in the layout & wireframing phase of ECCO's campaign
- Collected & analyzed market reaction data of ECCO's campaign from Google Analytics & reported back to the client

Chao Center for Asia Study, Rice University, Houston, TX

June 2015-August 2015

Database Intern

- Input & analyzed data about commercial advertisements in six Chinese newspapers from the 19th & the 20th centuries
- Set up an online database system for research purposes with a project team of six & completed the whole project in 2015

Junzhan Trade, Co., Ltd., Shanghai, China

June 2014-August 2014

Marketing Intern

- Sought & contacted over 50 potential clients & partners both domestic & abroad through fax & phone
- Arranged & interpreted in the meetings between the company & the potential clients; established ten new partnerships

PROJECTS

- Web App that generates outfit based on weather & geolocation for Interactive Design course: wearther-bu.firebaseio.com
- Content analysis of Instagram posts to find statistical significance with SPSS for Masters' Collaborative course
- Website redesign & optimization for local gym Fit Life Melrose for Developing Interactivity course

SKILLS

- Language: Bilingual level in Chinese and English, elementary level in French
- Computer: Microsoft Office Suite, Adobe Creative Suite, IBM SPSS, Google Analytics, HTML5, CSS3, JavaScript, jQuery, Node.js, AngularJS, React.js, WordPress