





RUOBING SU

 Ruobing Su

 su.ru@husky.neu.edu

 <https://ruobing9513.github.io/>

 617-869-0087

EDUCATION

Northeastern University, Boston, MA
Expected May 2019

- Master of Arts in Journalism, Media Innovation track
- GPA: 3.80

Northeastern University, Boston, MA
August 2013 - May 2017

- Bachelor of Arts in Journalism
- Minor in psychology and international affairs
- GPA: 3.35

Yonsei University, Seoul, South Korea
June 2016 - August 2016

- Major field: East Asian Studies
- Courses: Modern Asia, Contemporary Korean Culture and Korean Wave

SKILLS

- Fluent in Chinese and English, elementary level of Korean
- Proficient in Microsoft Word, Publisher, PowerPoint, and Excel
- Familiar with Photoshop, InDesign, Illustrator, Premiere, Tableau, CartoDB and other data visualization tools
- Familiar with Twitter, Facebook, Instagram, WeChat, Weibo and other social media platforms
- Intermediate level of HTML and CSS; Elementary level of R, D3 and Java Script
- Proficient with DSLR camera

EXPERIENCE

Marketing and Communication Assistant, Northeastern Crossing
July 2018 - Present

- Design and send the weekly newsletter to subscribers, monthly ads for local newspapers and printed materials for programming and events
- Update and maintain digital and social media on Northeastern Crossing's official website
- Maintain and develop awareness of coalitions of individuals, groups, and institutions

Freelance Reporter, Sampan Newspaper
December 2016 - Present

- Attend community meetings, city council media briefings and other community events
- Research and write engaging stories and contribute graphics designs and layout of each issue bi-weekly Update website with stories, press releases and calendar postings
- Translate stories in English into Chinese and vice versa
- Arrange and design advertisement; and translate the ads into Chinese or vice versa

Director of Social Media, Northeastern University Chinese Students Scholars Association
November 2013 – May 2016

- Promoted activities and sponsors on websites and social media (Weibo, Wechat, Facebook and Instagram)
- Designed and wrote newsletters for subscriber base of more than 4,000 monthly
- Created promotions, ads, and flyers for activities within the association and for other clubs on campus and sponsors
- Attended weekly E-Board and organized events from Spring Festival galas to board games on campus

TV Production assistant & Marketing and membership assistant
Boston Neighborhood Networks
January 2015 - June 2015

- Assisted in producing live and recorded shows in camera, audio and control room
- Edited shows with the studio manager and discussed shows with hosts
- Promoted and assisted weekly activities for BNN members; filed and recorded membership fee