

SISI HU

Curriculum vitae

Ph.D. | (515) 708-3834 | sisih@uark.edu
[Google Scholar](#) | Website: sisihuphd.github.io

EDUCATION

University of Missouri

Ph.D., Journalism (Strategic Communication) 2022

- Research interests: *Narrative persuasion, health and science communication, prosocial communication, quantitative methods*

Iowa State University

M.S., Journalism and Mass Communication 2016

Minor: Statistics

Jiangnan University (China)

B.A., Advertising 2008

APPOINTMENT

School of Journalism and Strategic Media, University of Arkansas

Assistant Professor of Advertising 2022 – present

GRANTS FUNDED

2025 AEJMC Emerging Scholars Grant (\$3,150)

Principal Investigator 2024 – 2026

Project: “Breaking the Stigma: How TikTokers frame and de-stigmatize childless women” Co-Investigator: Ginger Blackstone.

The Arthur W. Page Center for Integrity in Public Communication (\$5,000)

Co-Investigator 2023 – 2025

Project: “Cultivating prosocial motivation in messaging: A conceptual and operational toolbox tailored to nonprofit health communication.” Principal Investigator: Amanda Hinnant.

Institute of Clinical and Translational Sciences-Communication

(NIH subgrant from Washington University and the University of Missouri)

0067680, 0065990 (\$60,112)

Student-Investigator 2020 – 2022

Project: “Translation to Population: Population-based outcomes studies/ Improving Patient Outcomes” P.I.: Amanda Hinnant.

University of Missouri, Research Council Grant (\$9,700)

Student-Investigator

2018 – 2020

Project: “Perceived Authenticity as a Cause of Trust in Science Communication.” PI: Lise Jeanne Saffran.

Barnes-Jewish Hospital Foundation and Institute of Clinical and Translational Sciences Grant, NIH. 00056958. (\$50,000)

Student-Investigator

2017 – 2018

Project: “Development of exam-room to newsroom strategy to enhance firearm safety.” University of Missouri P.I.: Amanda Hinnant; Washington University P.I.: Jane Garbutt.

PUBLICATIONS AND PAPERS

Refereed Journal Articles

12. **Hu, S.**, Kirkpatrick, CE., Lee, N., Hong, Y., Lee, S., Hinnant, A. (2024). Using Short-Form Videos to Get Clinical Trial Newcomers to Sign Up: Message-Testing Experiment. *Journal of Medical Internet Research (JMIR)*. <https://doi.org/10.2196/49600> (All authors have contributed equally.)
11. Lee, N., Hong, Y., **Hu, S.**, Kirkpatrick, C. E., Lee, S., & Hinnant, A. (2024). Exploring the Strategic Use of TikTok for Clinical Trial Recruitment: How audiences’ Prior Short-Form Video Usage Influences Persuasive Effects. *Journal of Health Communication*, 29(4), 294–306. <https://doi.org/10.1080/10810730.2024.2339237>. (All authors have contributed equally.)
10. Lee, N., Hong, Y., Kirkpatrick, C. E., **Hu, S.**, Lee, S., & Hinnant, A. (2024). COVID-19 vaccination communication: Effects of vaccine conspiracy beliefs and message framing among black and white participants. *Vaccine*, 42(13), 3197-3205. <https://doi.org/10.1016/j.vaccine.2024.04.001> (All authors have contributed equally.)
9. Hong, Y., Lee, N., Kirkpatrick, C. E., **Hu, S.**, Lee, S., & Hinnant, A. (2024). “Trust Me, I’m a Doctor.” How TikTok Videos from Different Sources Influence Clinical Trial Participation. *Health Communication*, 1–12. <https://doi.org/10.1080/10410236.2024.2346680> (All authors have contributed equally.)
8. Hinnant, A., **Hu, S.**, Hong, Y., Young, R. (2023). Contested Certainty and Credibility: The Effect of Personal Stories and Scientific Evidence in User Comments on News Story Evaluation and Relevance. *Science Communication*. <https://doi.org/10.1177/10755470221150503>
7. **Hu, S.**, Kirkpatrick, CE., Hong, Y., Lee, N., Lee, S., & Hinnant, A. (2022). Improving rural White men’s attitudes toward clinical trial messaging and participation: Effects of framing, exemplars, and trust. *Health Education Research*. <https://doi.org/10.1093/her/cyac026>. (All authors have contributed equally.)

6. Kirkpatrick, CE., **Hu, S.**, Lee, N., Hong, Y., Lee, S., & Hinnant, A. (2022). Overcoming Black Americans' psychological and cognitive barriers to clinical trial participation: Effects of news framing and exemplars. *Health Communication*.
<https://doi.org/10.1080/10410236.2022.2105619>. (All authors have contributed equally.)
5. Fuzzell, L. N., Dodd, S., **Hu, S.**, Hinnant, A., Lee, S., Cameron, G., & Garbutt, J. M. (2022). An informed approach to the development of primary care pediatric firearm safety messages. *BMC pediatrics*, 22(1), 1-9. <https://doi.org/10.1186/s12887-021-03101-4>
4. **Hu, S.**, Boman, C., & Warner, B. (2021). Waiting for a match: Mitigating reactance in prosocial health behavior using psychological distance. *Health Communication*.
<https://doi.org/10.1080/10410236.2021.1974662>
3. Saffran, L., **Hu, S.***, Hinnant, A., Nagel, S., & Scherer, L. (2020). Constructing and influencing perceived authenticity in science communication: Experimenting with narrative. *PLOS ONE*, 15(1). <https://doi.org/10.1371/journal.pone.0226711>
(*Corresponding author)
This research was reported about in *Nature*, March 19, 2020:
<https://www.nature.com/articles/d41586-020-00857-0>
2. Hinnant, A., Boman, C., **Hu, S.**, Ashley, R., Chung, S., Lee, S., Dodd, S., Garbutt, J., & Cameron, G. (2019). The third rail of pediatric communication: Discussing firearm safety in well-child exams. *Health Communication*, 1-13.
<https://doi.org/10.1080/10410236.2019.1700883>
1. Pritchard, A. D., Fudge, J & **Hu, S.** (2015). Rational choice in religious advertising: American religions adapt to the spiritual marketplace. *Journal of Communication and Religion*, 38(4), 15-35. <https://doi.org/10.5840/jcr201538424>

Book Chapters

1. Dimitrova, D., & **Hu, S.** (2016). The 2014 midterm elections on local television: Frames, sources and valence. In Hendricks, J. & Schill, D (Eds.), *Communication and Midterm Elections: Media, Message, and Mobilization*. New York: Palgrave Macmillan.

Refereed Conference Papers

21. Kirkpatrick, CE., **Hu, S.**, Hong, Y., Lee, N., Lee, S., Hinnant, A. (2025). "*I Respect Whatever Decision You Make!*" How Autonomy Support and Exemplars in Short-form Videos Influence Clinical Trial Recruitment. Paper accepted for presentation at the Health Communication Division of the 75th ICA Annual Conference, Denver, Colorado, USA.
20. Lee, N., Hong, Y., **Hu, S.**, Kirkpatrick, CE., Lee, S., Hinnant, A. (2025). *Effects of autonomy support language in clinical trials recruitment messages on TikTok: The moderating role of trust in doctors*. Paper accepted for presentation at the Open Division

of the 2025 AEJMC Southeast Colloquium, Chapel Hill, North Carolina, USA.

19. **Hu, S.** & Hinnant, A. (2024). *Be a hero! Cultivating prosocial motivation in health messaging*. Paper accepted for presentation at the Kentucky Conference on Health Communication, Lexington, KY, USA.
18. Zhu, D. & **Hu, S.** (2024). *Trust the institution or trust the robot? Unraveling cross-cultural trust in automated news*. Paper accepted for presentation at the Journalism Studies Division of the 74th ICA Annual Conference, Gold Coast, Australia.
17. **Hu, S.** & Hinnant, A. (2023). *Breaking Myths of Organ Donation: Promoting Sign-ups with Narrative Integration and Persuasion Focus*. Paper accepted for presentation at the ComSHER Division of the 106th AEJMC Annual Conference, Washington D.C., USA.
16. Lee, N., Hong, Y., **Hu, S.**, Kirkpatrick, CE., Lee, S., Hinnant, A. (2023). *Exploring the Strategic Use of TikTok for Clinical Trial Recruitment: How Audiences' Prior Short-form Video Usage Influences Persuasive Effects*. Paper accepted for presentation at the ComSHER Division of the 106th AEJMC Annual Conference, Washington D.C., USA.
15. **Hu, S.**, Kirkpatrick, CE., Lee, N., Hong, Y., Lee, S., Hinnant, A. (2023). *TikTok as a Clinical Trial Recruitment Tool? Effects of Message Source and Framing on Participation Behavior*. Paper accepted for presentation at the Health Communication Division of the 73rd ICA Annual Conference, Toronto, Canada.
14. Kirkpatrick, CE., **Hu, S.**, Lee, N., Hong, Y., Lee, S., Hinnant, A. (2022). *Overcoming Black Americans' psychological and cognitive barriers to clinical trial participation: Effects of news framing and exemplars*. Paper accepted for presentation at the Health Communication Division of the 72nd ICA Annual Conference, Paris, France. (All authors have contributed equally.)
13. Hong, Y., Lee, N., **Hu, S.**, Kirkpatrick, CE., Lee, S., Hinnant, A. (2022). *Effects of framing and visuals in COVID-19 vaccination messages: Race and vaccine status as moderators*. Paper accepted for presentation at the Health Communication Division of the 72nd ICA Annual Conference, Paris, France. (All authors have contributed equally.)
12. **Hu, S.** & Hu, L. (2020). *Predictors of interactivity and likeability of posts in the online health forum: A computerized content analysis*. Paper accepted for presentation at the Health Communication division of the 70th ICA Annual Conference (Virtual).
11. Hinnant, A., **Hu, S.**, Hong, Y., Young, R. (2020). *Exploring the effects of reader comments on perceptions of non-controversial health stories*. Paper accepted for presentation at the Kentucky Conference on Health Communication, Louisville, USA. (Conference cancelled due to COVID-19)
10. **Hu, S.**, Boman, C., & Warner, B. (2019). *Waiting for a match: Mitigating reactance*

using psychological distance. Paper accepted for presentation at the Health Communication division of the 69th ICA Annual Conference, Washington D.C., USA.

9. **Hu, S.** (2018). *Why cyberbullies choose cyberspace? The uses and gratifications of cyberbullying*. Paper accepted for presentation at the Health Communication division of the 68th ICA Annual Conference, Prague, Czech Republic.
8. **Hu, S., & Gao, X.** (2018). *Can't repair the bad image? Embrace it! Testing of the pertinacious image as a strategy in crisis communication*. Abstract accepted for presentation at the 21st IPRRC, Orlando, FL, USA.
7. Saffran, L., **Hu, S.**, Hinnant, A., Scherer, L., & Nagel, S. (2020). *Experimenting with authenticity in science communication: Is connection the key to public support for science?* Paper accepted for presentation at the Public Communication of Science and Technology Conference, Aberdeen, Scotland, canceled in May 2020 due to COVID-19.
6. Saffran, L., **Hu, S.**, Hinnant, A., Nagel, S., & Scherer, L. (2019). *Constructing and Influencing Perceived Authenticity in Science Communication: Experimenting with Narrative*. Paper accepted for presentation at the ComSHER division of the 102nd AEJMC Annual Conference, Toronto, Canada.
5. Dockter, C., **Hu, S.**, & Lee, S. (2019). *Examination of comparative advertising and realistic framing in e-cigarette television advertisements*. Paper accepted for presentation at the Health Communication Division of the 69th ICA Annual Conference, Washington DC, USA.
4. Hinnant, A., Boman, C., **Hu, S.**, Ashley, R., Chung, S., Lee, S., Dodd, S., Garbutt, J., & Cameron, G. (2018). *The third rail of pediatric communication: Discussing firearm safety in well-child exams*. Abstract accepted for presentation at the Health Communication Division of 68th ICA Annual Conference, Prague, Czech Republic.
3. Pritchard, A.D., & **Hu, S.** (2016). *Content with uncertainty: Uses and gratifications theory and the non-use of religious media by religious "not sures."* Paper accepted for presentation at the 78th Association for the Sociology of Religion Annual Conference, Seattle, WA.
2. Pritchard, A.D., & **Hu, S.** (2016). *Just a phone call (or Facebook post) away: Parents' influence at a distance on emerging adults' religious connections*. Paper accepted for presentation at the Religion and Media Interest Group of the 99th AEJMC Annual Conference, Minneapolis, MN.
1. Dimitrova, D., & **Hu, S.** (2015). *The 2014 midterm elections on local television: Frames, sources and valence*. Paper accepted for presentation at the Political Communication interest group of the 98th AEJMC Annual Conference, San Francisco, CA, USA.

Roundtable Presentations

2. **Hu, S., & Hinnant, A. (2024).** *Do the Right Thing: How to Foster Prosocial Motivation in Health Messaging*. Presented virtually at the Prosocial Communication Roundtable, Arthur W. Page Center for Integrity in Public Communication, University Park, PA, USA.
1. **Hu, S., & Hinnant, A. (2023).** *Do the Right Thing: Cultivating Prosocial Motivation in Health Nonprofit Messaging*. Presented virtually at the Prosocial Communication Roundtable, Arthur W. Page Center for Integrity in Public Communication, University Park, PA, USA.

Research Under Review, Revision, and In Progress

8. **Hu, S. (R&R).** Harnessing the power of narratives: Shaping normative perceptions to promote intentions for organ donation signup. *Journal of Applied Communication Research*.
7. Kirkpatrick, CE., **Hu, S.**, Hong, Y., Lee, N., Lee, S., & Hinnant, A. (R&R). "I Respect Whatever Decision You Make!" How Autonomy Support and Exemplars in Short-form Videos Influence Clinical Trial Recruitment. *Health Communication*.
6. **Hu, S., & Hinnant, A. (under review).** Cultivating prosocial motivation in messaging: A toolbox tailored to nonprofit health communication. *Public Relations Journal*.
5. Zhu, D., & **Hu, S. (under review).** Living with news bots and chatbots: how cultural orientations influence the trust building process in human-AI communication. *Behaviour & Information Technology*.
4. **Hu, S., & Hinnant, A. (preparing for resubmission).** Cultivating Prosocial Behavior Through Storytelling: How Variations in Narratives Can Enhance Organ Donor Registration. *International Journal of Communication*.
3. **Hu, S., Zhu, D., & Jenkins, J. (preparing for resubmission).** Trust the institution or trust the robot? Modeling cross-cultural trust in automated news. *International Journal of Communication*.
2. Lee, N., Hong, Y., **Hu, S.**, Kirkpatrick, CE., Lee, S., Hinnant, A. (preparing for submission). Effects of autonomy support language in clinical trials recruitment messages on TikTok: The moderating role of trust in doctors. *Journal of Health Communication*.
1. **Hu, S. & Hinnant, A. (preparing for submission).** Be A Hero! Cultivating Prosocial Motivation in Health Messaging. *Public Relations Review*.

Other Publications

5. Hinnant, A. & **Hu, S. (2025, February 25).** *How nonprofits can inspire blood and organ donations*. The Arthur W. Page Center for Integrity in Public Communication.

<https://pagecenter.psu.edu/blog/unlocking-the-secrets-to-donor-motivation-how-nonprofits-can-inspire-blood-and-organ-donations>

4. Bent, E., Mitchem, M., **Hu, S.**, ... Manas, S. (2019, May 28). The state of journalism in democracy. *Reynolds Journalism Institute*. <https://www.rjionline.org/stories/the-state-of-journalism-in-democracy>
3. Dueck, A., Ng, E., & Muchemi, S.K. **Trans. Sisi Hu.** *Culture, Community, Therapy, and Healing*. PA, US: Fuller Graduate School of Psychology, 2016. (Translation work from English to Chinese)
2. Mukerji, Dhan Gopal. **Trans. Sisi Hu.** *Gay Neck: The Story of a Pigeon*. Wuhan, China: Changjiang Literature and Art Press, 2015. (Translation work from English to Chinese)
1. McCaughrean, Geraldine. **Trans. Sisi Hu.** *Stop the Train*. Wuhan, China: Changjiang Literature and Art Press, 2015. (Translation work from English to Chinese)

RESEARCH SKILLS

Statistical tools: R, SPSS

Statistical skills: General linear model (regression, ANOVA, multivariate analysis), structural equation modeling (SEM), multilevel modeling, cluster analysis, and time series analysis

TEACHING EXPERIENCE

University of Arkansas

Instructor of Record

- Advertising Principles (FS2022, SP2023, FS2023, SP2024, FS2024, SP2025)
- Campaigns (SP2023, SP2024)
- Journalism Theory (FS2022, FS2023, FS2024)

University of Missouri

Instructor of Record

- Strategic Communication Research Methods (25 students, online) FS2020
- Strategic Communication Research Methods (23 students, in-person) SP2020

Teaching Assistant (Grading and Lecturing)

- Strategic Communication Research Methods (50 students) FS2019
- Fundamentals of Multimedia Journalism (49 students) SP2019
- Strategic Communication Research Methods (40 students) FS2018

HONORS & AWARDS

Bridge Program Badge

University of Arkansas 2024

TFSC Lori Libbert New Faculty Commendation

University of Arkansas 2024

2023 Connor Faculty Fellowship (\$6,000)

University of Arkansas	2023
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Cordes Teaching and Faculty Support Center (TFSC) Rapport Badge,

University of Arkansas	2022
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Inducted into Honor Society of Kappa Tau Alpha,

University of Missouri	2021
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Best Student Reviewer, <i>Journal of Advertising</i>	2019
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Paul Synor Research Fellowship, University of Missouri	2017 – 2021
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Greenlee School Scholarship, Iowa State University	2014 – 2016
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SERVICE TO THE FIELD

Media Team Member. AEJMC ComSHER Division	2023 – present
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Reviewer. <i>Health Communication</i>	2024 – present
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Reviewer. AEJMC Annual Conference, ComSHER Division	2023 – present
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Reviewer. <i>New Media & Society</i>	2024 – present
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Reviewer. <i>Journal of Computer-Mediated Communication</i>	2023 – present
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Reviewer. <i>American Journal of Health Promotion</i>	2023 – present
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Reviewer. <i>Journal of Medical Internet Research</i>	2023 – present
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Reviewer. <i>Science Communication</i>	2023 – present
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Reviewer. <i>Cyberpsychology-Journal of Psychosocial Research on Cyberspace</i>	2023 – present
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Reviewer. ICA Annual Conference, Health Communication Division,	2019 – present
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Reviewer. <i>Journal of Health Communication</i>	2019 – present
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Reviewer. <i>Journalism and Mass Communication Quarterly</i>	2020 – present
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Reviewer. <i>PLOS ONE</i>,	2021 – present
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Ph.D. Student Reviewer. <i>Journal of Advertising</i>,	2018 – 2019
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SERVICE TO SCHOOL OF JOURNALISM AND STRATEGIC MEDIA AT UARK

Member, Graduate Committee	2024 – present
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Advisor, Advertising Club	2024 – present
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Member, Search Committee, Professor of Practice for Sports Media	2023 – 2024
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Member, Curriculum Committee	2023 – 2024
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Member, Ethics Committee	2023 – 2024
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Member, Graduate Committee	2022 – 2023
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Member, Search Committee, Digital and Social Media Advertising and/or Public Relations Assistant or Associate Professor	2022 – 2023
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Member, Search Committee, Assistant Professor of Documentary/Long-Form Film/Video/Broadcast	2022 – 2023
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Faculty Mentor, JOUR 49801 Journalism Writing Requirement	2022 – present
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Member, Assessment Committee	2022 – 2023
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Reviewer, ACEJMC Accreditation Self-Study Report	2022 – 2023
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GRADUATE STUDENT COMMITTEES

MA theses/project committees**Chaired to completion**

- 2024 Caroline Chumley, "Instagram and Influencer Marketing: An Empirical Study of the Parasocial Interaction Theory and Its Effects on Purchase Intention." Paper accepted for presentation at the Advertising Division of the 107th AEJMC Annual Conference, Philadelphia, PA, USA.

Member served to completion

- 2024 William Chamblee, "To Be Framed: Investigating the Influence of American Media Frames on Gun Control"
- 2024 Sydney Mulvenon, "Mental Health in College Journalists: Recognizing Causes of Trauma and Recommendations for Training in College Programs"
- 2024 Megan Willman, "The Constant String of Crises: A Critical Discourse Analysis of Twitter Responses to Celebrity Crisis Communications"
- 2023 Wendy Echeverria, "A Podcast - Inspirando el Futuro: Stories About Latina Leaders in Northwest Arkansas"
- 2023 Madeleine Dunn, "The Needs that Instagram Satisfies for People Seeking News & How this Displaces Time Spent with Traditional Media"

Current member

Paige McGaughy, Lisy McKinnon, Adam Lorio, Cassandra Thomas, Riley Chapman, Shelby Gill

MENTIONS IN THE PRESS / MEDIA COVERAGE

Faculty Recognized for Outstanding Teaching at Annual Reception. (2024, October 1).

University of Arkansas News. <https://news.uark.edu/articles/71389/faculty-recognized-for-outstanding-teaching-at-annual-reception>

Building a toolbox for prosocial health messaging – Scholar Q&A with Sisi Hu. (2023, July 25). The Arthur W. Page Center for Integrity in Public Communication.

<https://www.bellisario.psu.edu/page-center/article/building-a-toolbox-for-prosocial-health-messaging-scholar-qa-with-sisi-hu>

Fitzgerald, A. (2023, June 1). *Capizzo and Hinnant earn Page Grants for research on ethical communication strategies.* Missouri School of Journalism.

<https://journalism.missouri.edu/2023/06/capizzo-and-hinnant-earn-page-grants-for-research-on-ethical-communication-strategies/>

Fulbright College Announces 2023 Connor Faculty Fellows (2023, July 5). University of

Arkansas News. <https://news.uark.edu/articles/64638/fulbright-college-announces-2023-connor-faculty-fellows>

U of A Collaborates With FORMAT Festival to Bring Inside Out Project to Campus. (2023, September 20). University of Arkansas News. <https://news.uark.edu/articles/66280/u-of-a-collaborates-with-format-festival-to-bring-inside-out-project-to-campus>

Miseta, E. (2022, December 15). *Overcome Recruitment Challenges of Black and Rural Patients.* Clinical Leader. <https://www.clinicalleader.com/doc/overcome-recruitment-challenges-of-black-and-rural-patients-0001>

Diedrich, S. (2022, November 30). *Overcoming barriers to enhance clinical trials.* Show Me Mizzou. <https://showme.missouri.edu/2022/overcoming-barriers-to-enhance-clinical-trials/>

TFSC Awards Rapport Badge to 25 New Faculty Members. (2022, October 13). University of Arkansas News. <https://news.uark.edu/articles/62227/tfsc-awards-rapport-badge-to-25-new-faculty-members>

Reardon, S. (2020, March 19). *Adding a personal backstory could boost your scientific credibility with the public.* Nature. <https://www.nature.com/articles/d41586-020-00857-0>

Stann, E. (2020, February 19). *Communicating science can benefit from scientists 'being human.'* Show Me Mizzou. <https://showme.missouri.edu/2020/communicating-science-can-benefit-from-scientists-being-human/>

TEACHING TRAINING

Bridge Program Workshop	09/2023 – 12/2023
Office for Faculty Affairs, University of Arkansas	
New Faculty Lunch Discussions	08/2022 – 01/2024
Cordes Teaching and Faculty Support Center (TFSC), University of Arkansas	
Faculty Success Program (12-week)	05/2023 – 08/2023
The National Center for Faculty Development and Diversity (NCFDD)	
Online Teaching Certificate	08/2020
University of Missouri	

OTHER SKILLS

Language: Chinese (native), English (high proficiency)

Multimedia skills: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro

GUEST PRESENTATIONS

- 2024 **Guest Speaker**, Advertising Club, University of Arkansas. Topic: Sharing ADPR industry experience and interview skills. (August 28, 2024)
- 2024 **Guest Reviewer**, ADPR 44703 (Account Planning), University of Arkansas. Topic: Judging and providing feedback on students' campaign projects. (October 10, 2024)

- 2022 **Guest Speaker**, ADPR 4473 (Account Planning section 1), University of Arkansas.
Topic: Consumer insights and campaign objectives. (November 8, 2022)
- 2022 **Guest Speaker**, ADPR 4473 (Account Planning section 2), University of Arkansas.
Topic: Consumer insights and campaign objectives. (November 10, 2022)

MEMBERSHIPS

International Communication Association (ICA)
Association for Education in Journalism and Mass Communication (AEJMC)
Chinese Communication Association (CCA)
Kappa Tau Alpha, the national honor society in journalism and mass communication

RELATED INDUSTRY EXPERIENCE

Chicago Chinese Cultural Institute, Chicago, IL	
Social Media Marketing Intern	01/2017 – 06/2017
<i>English Square</i> Magazine, Wuhan, China	
Editorial Director	09/2010 – 09/2012
Yuanxiang Cultural Communications Co., Ltd., Shanghai, China	
Account Executive	03/2008 – 05/2010