

Wenjie Pan

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EDUCATION

B. A in Communication, University of Connecticut, Storrs, CT. Sep 2021 – Present

Relevant Coursework: Media Literacy and Criticism; Presenting in Digital World; Media in the Information Age; Effect of Mass Media; Professional Communication; Operation Management; Element of Physics; Principal of Macroeconomics; Element of Statistics; Math for Business and Economics; Fundamentals of Digital Products; Research Methods in Communications.

GPA: 3.775

Honors: Dean's List: Spring 2022; Spring 2023; Fall 2023

PROFESSIONAL EXPERIENCE

Internship, Marketing Specialist

Business Analysis & Marketing Communication, Thermo Fisher Scientific Jun 2023 - Sep 2023

- Assisted the marketing team in marketing campaign for scientific products.
- Managed CRM systems, ensuring data accuracy and leveraging analytics for marketing insights.
- Generated detailed business reports to inform decision-making processes.

Research Assistant

CASE Research Lab, University of Connecticut

Jan 2024 – April 2024

- Supported eye-tracking research under Prof. Carolyn Lin in facilitating participant surveys and data collection responsible for capturing real-time data for academic analysis of human-computer interaction to enhance the understanding of user engagement and information retention.

Research Assistant

Media Effect Lab, University of Connecticut

Sep 15 2004 – Present

- Led by Prof. Jocelyn Steinke, investigating the science communication by women scientists/STEM professional responsible for literature search, summary report generation, data collection from the social media sites, and codebook development.
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LEADERSHIP

Feb 2018-Dec 2019

- As a funding director of Little Elephant, a student Union of Huya at UConn, led and organized a team to launch a social media platform with a live broadcast for promoting student engagement in community and online entertainment during Covid lockdown. Involved in media platform design, content creation, and business administration including resource management and contract negotiation with Anchors.
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SKILLS

- Data Analysis: Quantitative and qualitative research methodologies, SPSS, Excel.
 - Communication: Public speaking, academic writing, cross-functional collaboration.
 - Technology: Eye-tracking tools, Microsoft Office Suite, CRM platforms.
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PERSONAL INTERESTS

- Sports: Basket Ball, Football
- Entertainment: Music, Films, Video Games.