

# SIYUE ZHU

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## EDUCATION

### **Columbia University, New York, NY**

Master of Arts in Communication

**Expected May 2014**

### **Xiamen University, Fujian, China**

Bachelor of Arts in Literature of Theatre, Film and Television, Overall GPA: 3.85/4.0

**June 2012**

Minor in Advertising

### **Fu Jen Catholic University, Taipei, Taiwan**

Exchange Program in Mass Communication Department

**Feb-July 2010**

## EXPERIENCE

### **United Nations, New York Headquarters, NY**

**Communication Intern**

**Feb 2014-May 2014**

- Assisted in administrative and communication functions in an international organization environment, including collecting financial and assets management materials, reorganizing documents, and sending invitation letters
- Drafted operational procedures as well as memorandum and other materials for Property Management Unit of Management Department
- Facilitated several projects of Property Management Unit in multimedia technological aspect, such as, IPSAS Training Project, Assets Write-off Disposal and DFS Workshop, etc.

### **SinoVision, New York, NY**

*The biggest television station serving Chinese-American community in Great New York Area*

**Producer Assistant**

**Jun 2013-Sep 2013**

- Developed shooting proposals for weekly TV program "Living in New York"
- Assisted director with recording, guest communication and post production to ensure a successful program
- Responsible for social media online marketing and updated social network accounts daily

### **Xiamen TV Advertising Company, Xiamen, China**

**Advertising Intern**

**Feb 2012-June 2012**

- Drafted advertising and events planning proposals
- Managed everyday advertisement coordination and broadcast on Xiamen TV
- Negotiated with sponsors and cooperative companies to maximize effectiveness of station advertisements

## VOLUNTEER ACTIVITIES

### **Lenox Hill Neighborhood House, New York**

**Technology Instructor**

**Feb 2014- April 2014**

- Volunteer as the computer teacher of basic and advanced computer skills classes
- Work primarily with senior citizens and provide two 3 hour classes weekly

### **New York Fashion Week 2013, New York**

**Assistant**

**Sep 2013**

- Assisted with model casting through reviewing resumes and conducting interviews
- Facilitated communication between the designers and models to ensure a successful runway show

## HONORS AND AWARDS

Top Ten, Miss Asia Pageant U.S. East Coast, New York

**Oct 2013**

First-Level Scholarship, Xiamen University, top 5% of class

**Sep 2009 & 2011**

National-Elite-Plan Scholarship for International Students, Fu Jen Catholic University, Taiwan

**May 2010**

## SKILLS

**Computer:** Proficient in MS Office (Word, Excel and PowerPoint); Familiar with Premiere, Photoshop, Interactive Programming Design (Flash), PHP Database Driven Web Development and Basic Frontend Website Design (HTML, CSS, JQuery, etc.)

**Language:** Chinese (Native), English (Professional Proficiency)