

Resume

Shanshan Sun.

4000.S.W.37th, BLVD

Apt, 1114. Campus Club, Gainesville, FL

Cell: 352-222-1173

Email: shanshansun@ufl.edu

Summary of Skills

- Internal & External Communications
- Public Relations Crisis Communications Planning
- Audiences Analysis/ Media Market Analysis
- Special Events Planning

Work Experience

Communication consultant: July 2011 – September 2011, Dalian TV Station, Advertising Planning Department & Dalian Daily, Big Event Planning Department, Dalian, China

- Assisted department Manager in coordinating communication events including press conferences, distributing press releases, updating social media releases and nurturing relationships with other news media.
- Successfully published two articles: "How come you make car park at the crosswalk", Dalian Daily, Sep 7, 2011. "The construction of bridge on Jiefang Road is completed, so the traffic on Shengli Road becomes smooth", Dalian Daily, Sep 14, 2011.
- Assisted Mr. Shian Wang, the Director of China Enterprise News Dalian Reporters Branch, in such works as interview, translation, making draft and acquisition, and finally completed all manuscripts related to Davos Forum on special edition in China Enterprise News.

Assistant Reporter: July 2010 – August 2010, China Youth Daily, Beijing, China

- Assisted Editor in correcting news manuscripts, making confirmation weekly on the news topic and writing news reports
- Worked as the only representative reporter of China Youth Daily participated in international conference on crime issues, reeducation and rehabilitation
- Published the article "The home of sunshine for redeeming people who slipped" on the front page of China Youth Daily

Copywriter and Art Editor: July 2009 – September 2009, Jing Cai Design & Printing Company, Hunan, China

- Planned and managed the annual event for the company, integrated the traditional and social media platform to reinforce Jing Cai's image to the public.
- Designed writing and advertorial brochures for the Zhu Zhou Department Store for the 10th anniversary
- Made graphic design of promotional products for Nan Fang Machinery Corporation

Education

University of Florida, Gainesville, Florida

- Master's in Public Relations

Xiamen University, Xiamen, Fujian, China

- Bachelor of Communications—journalism

Interests and Skills

Computer Skills: Microsoft Office, Adobe Photoshop/Premiere

Interests: music, fine arts, art design, design, speech