

QIAN (BIANCA) HU

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EDUCATION

Teachers College, Columbia University, New York, New York
Master of Arts in Communication, May, 2014

China Youth University for Political Sciences, Beijing, China
Bachelor of Arts in Journalism, July, 2012

University of Westminster, School of Media, Arts and Design, London, U.K.
"Media and Television Development" Program, August, 2010

PROFESSIONAL EXPERIENCE

United Nations, Department of Public Information, New York, New York
Special Events Intern, January 2014-Present

- Designed event materials including invitations and posters
- Conducted research in preparation for UN Special Events Website and coordinated the project with UN Web team
- Created and maintained Facebook page for special events for community outreach and publicizing events
- Organized and maintained client contact lists with over 5000+ contacts for logistic use
- Wrote Special Events Monthly Report and created presentation for Internal Communication

gramercy global media, New York, New York
Digital Marketing Project Coordinator, July 2013-December 2013

- Assisted website design and development and managed website content by Wordpress and implemented SEO best practices for client to improve website performance
- Designed website banners and postcard for gramercy global media by using Photoshop/Illustrator
- Planned, implemented, and optimized Google Adwords campaigns for clients to increase web traffic and sales
- Branded social media platforms including Facebook, Twitter, Google+, Youtube for clients to improve brand awareness and community reach
- Conducted client research, created presentations, and pitched company services and developed new business opportunities with famous German football team and restaurants in NYC
- Created and maintained client database by using CRM application
- Conducted research and reached out for media buying

FTChinese.com, Chinese website of Financial Times, Beijing, China
Marketing Intern, August 2011-January 2012

- Planned, developed, and implemented marketing strategy across multiple social media platforms to enlarge brand awareness of FTChinese.com
- Doubled back page views from Weibo (Chinese Twitter) to FTChinese.com to increase traffic
- Designed advertising maps and launched promotional campaigns on SNS resulting in an increase of 5% followers in one week
- Managed subscriber database and executed key activities to effectively communicate with readers

China Xinhua News Network Co. (CNC), Finance and Business Channel, Beijing, China
Editing and Research Intern, January 2011-August 2011

- Edited three broadcast videos featuring economic and cultural issues
- Maintained comprehensive logs of all daily programs and conducted comparative analysis of news reports between CNC and other international media in order to learn from competitors

Lanzhou Evening, Social News, Lanzhou, China
Reporting Intern, July 2010-August 2010

- Assisted reporters in publishing six stories covering illegal mining, traffic accident, labor complaints about salary delay, etc

Western Business Daily, Political News, Lanzhou, China
Reporting Intern, January 2009- February 2009

- Published two stories featuring National People's Congress and Chinese Political Consultative Conference
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SKILLS

MS Office; Adobe Photoshop, Premiere, Flash, and Illustrator; Final Cut Pro; Google Adwords and Analytics; Wordpress; HTML, CSS, PHP.

LANGUAGES Fluent in Mandarin