

JIA NIU

Creative / Organized

Hard working / Quick learner

Address: 172 Brandywyne Dr, Boston, MA 02128

Tel: (305) 331 9913

Email: niujia1024@gmail.com

Portfolio: www.icyniu.com

Objectives

Seeking a Social Media Specialist position with Tools where I may be able to apply my knowledge of marketing, media relations, and digital media practices as used with modern technology. Strong and persuasive interpersonal skills.

Highlights of Qualifications

- Excellent knowledge of collaborating with both internal and external sources to strategize social media content
- Highly skilled in overseeing daily management of social media content
- Functional knowledge of optimizing social media impact and engagement activities
- In depth know how of working with digital marketing teams to optimize influencer programs
- Excellent understanding of Internet and social media channels

Education

Northeastern University **01/2013—04/2014**

Master, Digital Media

Hong Kong Baptist University **09/2009—06/2010**

Master, International Journalism Studies

Hong Kong Baptist University **09/2005—06/2009**

Bachelor, Journalism & Communication

Working Experience

Social Good Marketing, Inc. **06/2013—12/2013**
Digital Marketing Intern Manager **Boston, MA**

- Developed the integrated marketing plan for non-profit organizations to increase brand awareness, including social media maintenance, inbound marketing, social media strategy and SEO optimization.
- Designed, developed and implemented marketing campaigns, fundraisers programs and contests.
- Evaluated target markets and proposed marketing strategies.
- Created press releases, media advisories and press kits for media contacts.

We'reHair.com **06/2013—08/2013**
Social Media Intern **Boston, MA**

- Implement strategies for using social media channels for marketing purposes.
- Manage social media platforms such as Facebook, LinkedIn, Twitter and Hootsuite.
- Create daily content for multiple social media platforms across different industry verticals.
- Develop and manage online marketing campaigns.
- Measure and optimize content based on analytics and create report.

Freelance Digital Media Production **09/2011—05/2012**
Multimedia Producer **Miami, FL**

- Filmed and edited documentaries, such as Homestead Rodeo, Tampa SkatePro, Shake A Leg Miami.
- Drafted video scripts and created storyboard
- Designed infographic for Visual Florida website.
- Built personal websites wireframes.

VCOM Digital Network Co., LTD

06/2010—08/2011

Program Associate & News Editor**Shenzhen, China**

- Produced online news & entertainment program.
- Wrote newsletters and designed layouts
- Analyzed audience rating to make adjustments for the program.
- Communicated with client and made marketing strategic plan.

EEKA Fashion Co., Ltd**06/2009—08/2009****Media Specialist****Shenzhen, China**

- Created press release and follow-up report for new clothes releasing fashion show.
- Coordinated with media sponsorship to get media exposure.
- Wrote new clothing line marketing strategic plan.

Magazine Editor

- Response for topic selection, target positioning for fashion magazine *Bloom*
- Wrote personal features, copyedited manuscripts.

Phoenix Satellite Television**06/2008—12/2008****Production Assistant/ Intern Reporter****Hong Kong**

- Produced the weekly program Walking Olympics Game and daily program Gold Stone Financial News.
- Produced a 72-minute documentary and writing storyboard about Taiwan Gangland Organization.
- Researched and reported events as Hong Kong Book Fair, waste disposal of the Olympic equestrian etc.

Hong Kong Sing Tao Daily**03/2008****Special Correspondent****Taiwan**

- Covered the 2008 Taiwan presidential election.
- Interviewed and featured President Ma Ying-jeou

Hong Kong San Po Yan**03/2007—03/2009****Reporter & Editor****Hong Kong**

- Covered on local events towards society, economic, education, sports, issues and features.
- Copyedited different sections.
- Designed graphics and layouts.
- Filmed and edited news video packages.

Extra-curriculum Activities**Asian Women for Health****10/2013- Present****Volunteer Photographer & Videographer**

- Produced and edited video for CelebriAsians: Cancer Walk on the Runway.
- Still photography for TranformAsians conference at Dana-Farber Cancer Institute

Nanjing Academic Exchange Group**12/2006****Ambassador of Cultural Communication**

- Founded and managed the academic exchange group between Hong Kong and mainland college students to strength the mutual cultural exchange.

Association of Mainland and Hong Kong Youth**03/2006—09/2007****Vice President of Public Affairs**

- Responsible for interactions among other universities in Hong Kong, as well as the relations with government, and attended Government Association on behalf of university.

Skills**Language:** Mandarin (Native), Cantonese (Native), English (Fluent), French (Learner).**Media Production:** Final Cut Pro, Logic Pro, Adobe Creative Suite, Avid Media Compressor, MS Office**Social Media:** Maintenance, Audience Development, AdWords, SEO, Creative Design, Online Campaign