

YUQIAO MA

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PROFESSIONAL SUMMARY

Driven and accomplished marketing, advertising and public relations executive adept at planning and executing successful PR campaigns.

SKILLS

- Strategic management
- Event planning
- Talented public speaker
- Strong written and verbal communication skills
- Business development
- Organized
- Digital media
- Campaign development
- Competitive and strategic planning
- Blogging
- Print advertising
- Team player

WORK HISTORY

Public Relations Intern

GYDO Business School - New York City

07/2014 - 09/2014

- Conducted market analysis and organized competitive activity to increase consumer awareness of this company
- Leveraged technical resources to design and create campaign deliverables, including e-mail invitations, articles and marketing videos
- Wrote press materials and made presentations to target audiences
- Collaborated with external PR firms, as well as internal sales and marketing managers, to determine branding, product positioning and media messages.

Social Media Intern

ALCOM Marketing& Advertising - Tallahassee, Florida

04/2014 - 05/2014

- Collected useful data using surveys in order to get local people's concerns and main topics in Tallahassee.
- Planned and launched innovative, creative and effective communications campaigns, such as "Tallahassee Talks"
- Wrote and edited company case studies, fact sheets and product collateral.
- Developed key messaging, branding and positioning statements for the campaigns in this company.

Marketing Intern

AVIVA - Hong Kong

07/2013 - 08/2013

- Worked closely with clients to identify their needs and challenges and provide solutions-oriented campaign themes
- Designed related marketing plans for financial products of AVIVA
- Directed and coordinated marketing activities and policies to promote products and services.
- Coordinated with internal business divisions, agency partners and local vendors to guarantee on time, cost-effective delivery of all marketing communications materials.

Program Assistant

Center for Intensive English Study of FSU - Tallahassee, Florida

05/2013 - 06/2013

- Acted as the student ambassador to plan and organize activities between CIES and Communication College.
- Focused on providing digital media marketing campaign to improve the influence of CIES.
- Drafted and managed print, online and social media communications designed to promote CIES's brand, image and values.

Marketing Intern

International Nederland Group ING - Hong Kong

02/2011 - 04/2011

- Analyzed business developments and provided the trends of insurance market in Hong Kong.
- Targeted both offline and online consumers by designing a multi-pronged and comprehensive marketing strategy.
- Devised email strategies, including segmenting strategies, welcome email auto responders and training drip campaigns.
- Managed project deadlines and monitored milestones through completion stage.

EDUCATION

Master of Science : Integrated Marketing Communication

The Florida State University - Tallahassee, Florida

Current

- GPA: 3.70
- Media and Communications coursework
- Executive Communications Skills seminar
- Marketing and Advertising coursework

Bachelor of Arts : Business English Marketing

The Nanjing University of Sci &Tech (NJUST) University of Hong Kong - Nanjing

July 2012

- GPA: 3.30
- Business Communications coursework
- Student government representative
- Certificate in Creative Writing for Media

Exchange Student : Marketing Research

University of Hong Kong - Hong kong

February 2011

- Business and Business Administration coursework
- Coursework in Management
- Psychology coursework

CERTIFICATIONS

Certificate of Project Management

ADDITIONAL INFORMATION

- **VOLUNTEER WORK**
- Career Fair 2012, Tallahassee, USA: Acted as a volunteer to support the development of this job fair and provided answers for FSU students who come to this activity.
- Taiwan Fashion Exhibition 2011, Nan Jing, China: Provided the introduction about some products from the company to customers and gave them the general condition of the company.
- World EXPO 2010, Shang Hai, China: Selected as the guide of foreign ambassadors and provided the traditional Chinese Culture
- World Urban Forum 4, 2008, Nan Jing, China: Chosen from 200 people to be a volunteer in this activity and won the prize of "excellent volunteer" during this process
- **CAMPUS INVOLVEMENT**
- The leadership Counsel in the Communication College, Student Member, 2012-present, Tallahassee, FSU
- Model United Nation Conference, Organizer, 2011-2012, Nan Jing, China
- Student Union of Foreign Language School, Chairman, 2011-2012, Nan Jing, China
- TBL Nanjing Student Leadership Forum, Student Leader, 2010-2012, Nan Jing, China