

# Huiying Yu

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## Objective

To obtain a Full-time position in advertising, marketing or related field.

## Education

- **Master of Science** Aug. 2012- Aug.2014  
Iowa State University, Ames, Iowa, USA  
**Major: Journalism and Mass Communication**  
**Minor: Statistics**  
G.P.A.: 3.70/ 4.00
- **Bachelor of Science ( 2+2 Program)** Aug. 2010-May 2012  
Southern Polytechnic State University, Marietta, GA, USA  
**Major: Technical Communication concentration in Digital Media and Arts**  
G.P.A.: 3.40/ 4.00
- **Bachelor of Science** Aug. 2008-July 2010  
North China University of Technology, Beijing, China  
**Major: Digital Media Arts**

## Career Related Experiences

### **Marketing Intern**

Iowa Events Center, Global Spectrum, Des Moines, IA

- Assisted marketing group for upcoming events marketing promotion
- Wrote marketing plans, press release for upcoming events
- Brainstormed grassroots ideas for upcoming events
- Finished a data analysis report by using Google Analytics
- Worked on events advertising programs materials, including took advertising pictures, screenshots for online advertising
- Worked on media buying with trading tickets
- Organized the launched promotions materials for clients, including community calendars, facebook posts, media buying, advertising, etc.

### **Thesis Research**

Iowa State University, Ames, IA

- investigated the effect of social media on consumers' attitude toward the brand
- Conducted Online questionnaire to measure consumers' attitude toward the brand
- Analyzed data by using t-test and ANOVA
- Combined the result of data analysis to get the research result

### **Account Executive Intern**

MRM Worldwide, McCann Worldgroup Inc., Beijing, China

- Worked with social media team for clients Microsoft and ETS to provide account service
- Maintained Chinese social network page for Microsoft Windows 8
- Wrote weekly report and monthly report for clients with data collection and data analysis
- Wrote meeting reports after weekly meeting with clients to keep records for review purpose
- Interviewed TOEFL scholarships receivers and organized social media contents for 2013 ETS TOEFL scholarships program ceremony
- Kept contact with vendors for managing projects
- Translated documents from Chinese to English

### **Photographer**

Iowa State Daily, Ames, IA

- Shot photos for NCAA basketball game, NCAA volleyball game
- Shot photos for events happened in the Iowa State University
- Used Adobe Photoshop cs6, Adobe Bridge cs6 to edit and upload photos

## Skills

**Language Skills:** Fluent in speaking and writing both in English and Mandarin Chinese

### **Computer Skills:**

- Adobe Photoshop CS5
- Adobe Dreamweaver CS5
- SAS (Statistic programming)
- Adobe Premiere CS5
- Final Cut
- CSS (Basic)
- Adobe Illustrator CS5
- Microsoft Office 2013
- Google Analytics
- Adobe Indesign CS5
- C# (Basic)
- SPSS