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Ruochen Shi

 Portfolio (Link Created)

New Media • Television • Fashion

EXPERIENCE

International Professors Project / Website Blogger / Telework Apr.2015-Present

- Regular updates of content posted to "Our Stories" area.
- Create different layouts by using Visual Composer.

Newhouse Insider / Blogger / Syracuse, NY Sept.2014-Present

- Post articles about CNY every week on 'Newhouse Insider' through WordPress

Fashion Show / Graphic Designer / Syracuse, NY Feb. 2015-Apr.2015

- In charge of 'Model Call' poster, business card and fashion show poster

LivableCNY / CMS Analyst / Syracuse, NY Sept.2014-Dec.2014

- Posted articles about CNY on 'LivableCNY'
- Analyzed the work flow with Google Analytics and promoted articles with social media platforms

"Side Hill Farmers" Store / Market Analyst / Manlius, NY Sept. 2014-Dec. 2014

- Use Google Analysis to analyse company's business operation and make plan for online promotion

Hebei Yihe Film & Television Production Co. / Assistant / China Jan.2013-Mar.2013

- Supervised the live program recording

Shijiazhuang TV Station / Assistant / Hebei, China Jul.2012-Sept.2012

- Made contributions in creating the column and comprehensive planning
- Assisted in managing the production costs accounting and costs control

Hebei TV Station / Assistant Director Jun.2011-Sept.2011

- Selected topics for single column
- Involved in on-the-spot interview

AWARDS

- Honorable Mention in 22th Times Jindu Awards, Mainland, China
- Scholarship for Excellent Students of Hebei University
- Academy Awards in "No.11th National College Students Advertising Festival (Admission for Non-Profit Advertisement Section)"

ACADEMIC ACCOMPLISHMENT

Article :

'Contributing Factors of the United States Sub-loan Crisis to Influence International Financial Order', <Modern Business> Sept.2013

Reaserch Project:

- 'Creative Skills of HD Virtual Studio and Real Experience'
- 'Introduction to Security Work in Hebei Province Branch of Agricultural Bank of China'

Paper:

A Study of 'Contributing Factors of the United States Sub-loan Crisis to Influence International Financial Order', published in <Modern Business> Sept.2013

SKILLS

• Web Design:

HTML
CSS
jQuery
API
CMS-WordPress
SEO

• Adobe:

Photoshop
InDesign
Illustrator
Premiere Pro
After Effect

• Management:

Google Analysis
Accounting
Marketing
Brand Strategy
Competitive Strategy

• Video Production:

Videography
Video Editing

EDUCATION

• Syracuse University

S.I.Newhouse of Public Communication
Master's of Science:
New Media Management
GPA: 3.56

• Hebei University

School of Arts
Bachelor's of Arts :
TV and Broadcast Director
Minor: Economics
GPA: 3.74