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| Objective | To obtain a full-time position or internship focusing on advertising industry and communication marketing working with individuals and groups | |
| Education | Bachelor of Arts in Advertising, College of Communication <i>The Pennsylvania State University</i> , Pennsylvania GPA 3.46/4.0 | <i>Spring 2014</i> |
| Internship Experience | <p>Account Executive Intern (Mercedes-Benz Team) – BBDO, Beijing, China 1-6, 2013</p> <ul style="list-style-type: none"> Give assistance to account people to write creative brief and update debrief, make PPT slides, campaign reports and concept paper for presenting. Have labeled all the client materials and data (contain research, creative and competitive materials), categorized and summarized a clear checklist for future convenience. Support Account Director to keep cross-functional teams updated with project timelines and status reports. <p>Creative Intern (L’Oreal Team) - McCann Erickson, Shanghai, China 5-8, 2012</p> <ul style="list-style-type: none"> Brainstorm the visual and copy ideas with creative team. Assist Art Directors with graphic editing and references searching. Assistant of Creative Director, overseeing the production phase & maintain calendar and arrange meetings; translate & personal affairs support. | |
| Work Experience | <p>Counselor - Camp summit, Dallas, Texas 5-7, 2011</p> <ul style="list-style-type: none"> Work with people with disabilities in every age level to increase camp enjoyment. Help them to do activities on both physical and mental sides, such as riding horses and doing art & crafts. Responsible for their life safety, take care of their daily lives. <p>Recruiter & Teaching Assistant – Calligraphy School, Jiangsu, China 6-8, 2009</p> <ul style="list-style-type: none"> Successfully recruit around 100 people in each age level for Calligraphy School. Assist the professor to teach and help to do the training to ensure students’ practice qualities | |
| Club Involvements | <p>Vice President - ELHA (Elite League of Hospitality in Asia), UP, PA 10/2013-present</p> <ul style="list-style-type: none"> Take in charge of public affairs includes public relations and fundraising. <p>Web Coordinator - True Givers, UP, PA 8/2013-05/2014</p> <ul style="list-style-type: none"> Maintain all the websites the club owns include official website and Facebook page <p>Department of Communication - Chinese Students and Scholars Association, UP, PA 2-12, 2012</p> <ul style="list-style-type: none"> Make posters/ flyers and manage social websites (Facebook, official website, renren, weibo) Communicate with local business and complete the follow-up report for each event. | |
| Other Activities & Volunteer | <ul style="list-style-type: none"> Part-time job as math proctor & grader on campus 8/2011-present Worked as a police in parking lots on campus during arrival week 8/2011 Volunteer in World Culture Festival as photographer 3/2012 Volunteer in International Children’s Festival as performer on campus 4/2012 Volunteer as International Student Orientation assistant for Global Program on campus 8/2011 Organized a group of classmates and collected donations for earthquake-hit areas in Sichuan, China, collect around \$2000 and donated to the Red Across Association 5/2009 | |
| Computer Skills | Adobe Photoshop, Illustrator, InDesign • Microsoft Office | |