

# YangHu

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580 Main Street, Apt 1300  
New York, NY 10044

## EDUCATION

### Syracuse University

Syracuse, NY • June 2014

S.I. Newhouse School of  
Public Communications  
Master of Science  
GPA 3.6

### Beijing Foreign Studies University (BFSU)

Beijing, China • May 2013

Bachelor of Art  
International Communication &  
Journalism  
GPA 3.4

## SKILLS

### Software & Web

Adobe Photoshop/Painter/  
HTML/ WordPress/JS/CSS/PHP  
Microsoft Word/ PowerPoint/ Excel  
SPSS

### Journalism

AP style editing  
Photographing

### Social Media

Hootsuite/ Buffer/ Google Analytics  
Hashtagtracking  
Facebook/ Instagram/ Twitter  
Pinterest/ Blogging/ Google+/  
Weibo/

### Language

Fluent in written and verbal Chinese

### Other

Gouache/Sketch/Chinese Painting

## ACTIVITIES

### Vice Minister of Student Union, BFSU

Hold creative campus culture events,  
monitor the execution

### Documentary film assistant of Sharon Lovell, BFSU

### Analyst of Ralph Lauren on Newhouse's Social Media Week

## EXPERIENCE

### Social Media Operation & Journalist

@LivableCNY.com -Syracuse, NY • 5/19/2014 - 8/8/2014

- Manage six social media platforms, developed social content calendar and wrote daily posts in two languages to drive traffic and conversions globally
- Make strategic social media plan for the website and helped the site gains hundreds of followers on Twitter and Facebook in three weeks
- Hold creative interactive activities to engage with audience
- Analyze followers' behaviors and social trends by using Hootsuite, Google Analytics, Facebook Insights and distilled key points into presentations for internal and external use
- Present weekly in-depth analysis of content performance to advertising and content team
- Work closely with site developer to implement functions to improve user experience
- Manage and delivered social amplification program
- Create a social media manual to train future social media operators

### Social Media Operation & Content Editor & Frontend Website Developer, Full Time Intern

@Xinhua News Agency - New York, NY • 9/1/2014-

- Analyze trend of news website developing, discussed with the team on the design, layout and structure of the website. Together with other three staff, bring a news website from zero to functioning in one month
- Edit news articles. Maintain, format, and post new content on the website
- Using HTML/CSS/JS/PHP to handle tweaks and changes when source edits are needed based on Wordpress platform
- Communicate adequately with the marketing department and design banner advertisement
- Make strategic plans for website future development. Analyze every phase's goal, cooperator and potential sponsorship.
- Optimize SEO for the website, monitor the traffic and manage social media to drive traffic

### Domestic News Journalist, Full Time Intern

@Xinhua News Agency - Beijing, China • 07/2012-09/2012

- Discuss about article topics selection with editor and chief journalist in meeting
- Conduct efficient and accurate interview
- Planned serial reporting on eliminating poverty in China and wrote an article about an old Chinese farmer. The article was highly-evaluated by chief editor. (*Ten yrs of journey, Chinese farmer looks for his missing son* 8/25/2011, Xinhua)

### Director of Profile Reporting, Editor in Chief

@Investigation107.com - Beijing, China • 2012-2013

- Co-founder of Investigation107.com, a website of BFSU investigating newspaper
- Host weekly meeting, select topics and make plan on feature stories reporting or creative story-telling. Edit every profile articles.
- Manage a team of 5 people. Recruit team members and train them in profile writing. Design team workflow and working schedule. Assign tasks and offer help.