

Yilin Niu

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EDUCATION

University of Pennsylvania, Graduate School of Education, Philadelphia, PA

Master of Science in Education, expected May 2015

Intercultural Communication Program

Relevant courses: Experiential Learning Design, Entrepreneurship & Leadership: Creating Winners;

Discursive Approaches in Intercultural Communication

National Academy of Chinese Theatre Arts, Beijing

Bachelor of Arts, Intercultural Communication, June 2013

EXPERIENCES

Welcoming Center for New Pennsylvanians, Philadelphia, PA *Volunteer* September-December 2014

- ◆ Collaborated with technical colleagues to update social media outlets, master contact lists.
- ◆ Assisted with phone interviews and the enrollment of clients.

Chinese Students and Scholars Association of Penn, Philadelphia, PA December 2013 - December 2014

- ◆ Compiled bio-weekly newsletter and press release to spread awareness of CSSAP's mission.
- ◆ Edited audio and video for activities including "The Voice of Penn" and "Philadelphia Spring Festival Gala".

Burson-Marsteller, Beijing *Corporate Communication and Public Affair Team* June - August 2014

- ◆ Conducted market researches for Beijing Wharton Center, Android, JW Marriott to increase brand awareness.
- ◆ Drafted media coverage reports for Microsoft monopoly investigation crisis and information security issue.
- ◆ Brainstormed for Microsoft Accelerator Venture and researched for New Zealand government PR roadmap.
- ◆ Performed media outreach and pitched to publications, conferences to build brand's credibility.

YouthBuild Philadelphia Charter School, Philadelphia, PA *Volunteer Coordinator* September - December 2013

- ◆ Supported the school's Saturday School academic-enhancement program.
- ◆ Managed volunteer programming which includes coordinating incentives, tracking students' information.

Fleishman-Hillard, Beijing *Corporate Communication and Public Affair Team* January - April 2013

- ◆ Jointly accomplished industry reports after the NPC&CPPCC with the fastest speed among all agencies and successfully presented to the management.
- ◆ Participated in developing and implementing strategies for Li Tianyi crisis.

Ogilvy Public Relation, Beijing *Lifestyle & Luxury Team* June- September 2012

- ◆ Participated in PR initiatives promotion and preparation including "Flik Flak Award Ceremony", "Swarovski Sparkling Secrets", etc. to ensure event success.
- ◆ Drafted and tracked press releases to measure the exposure of Swarovski Element's brand image.

National Centre for the Performing Arts, Beijing *Trainee of Brand Promotion Center* July - August 2011

- ◆ Synthesized monitored public opinions and identified appropriate publications by writing media analysis.
- ◆ Coordinated on the localizations of invited foreign plays including *The Visit* and *The Flying Dutch Man*.

Skills

Language: Fluent in Chinese and English. Conversational Korean and French.

Computer: MS Word, Excel, PowerPoint, Photoshop, iMovie, Cool Edit Pro. Basic Html.

Certificate: The Chartered Financial Analyst level 1 (CFA, under preparations)