

# Flora Jiuling LUO

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## EDUCATION

<b>Master of Arts, Communication (GPA:3.58 /4.0)</b> <b>Auburn University</b> <ul style="list-style-type: none"><li>Public Relations and Media Management coursework</li><li>Initiated a PR campaign for Lee County Humane Society with team members</li></ul>	<b>08/2012 - 05/2014</b> <b>Auburn, US</b>
<b>Bachelor of Arts, English (85 /100)</b> <b>Beijing Forestry University</b> <ul style="list-style-type: none"><li>TEM-8 Certificate / Presentation Skills workshop</li></ul>	<b>09/2008 - 06/2012</b> <b>Beijing, China</b>

## WORK EXPERIENCES

<b>Correspondent</b> <b>BlogWeekly</b> <ul style="list-style-type: none"><li>Completed Independent reports on assigned topics</li></ul>	<b>08/2014 - Present</b> <b>Cupertino, CA</b>
<b>Social Media Specialist</b> <b>CH International Center</b> <ul style="list-style-type: none"><li>Worked with management to identify trends and developments that might influence PR decisions and strategies</li><li>Integrated the public programs with founders, including holding NYCIFF 2014 “Night of China”</li><li>Maintained cooperative relationships with film-related organizations</li></ul>	<b>02/2014 - 06/2014</b> <b>New York, US</b>
<b>Program Coordinator (20hrs/week)</b> <b>Asia Society- ACAW Program</b> <ul style="list-style-type: none"><li>Collaborated with cross-functional teams to draft project schedules and plans</li><li>Managed more than 50 art institutions contact files; got 10 art institutions involved in this program</li><li>Prepared PR/Marketing campaign emails and web contents efficiently</li><li>Kept calendar and the external communication organized</li></ul>	<b>02/2014 - 05/2014</b> <b>New York, US</b>
<b>Event Marketing Intern (20hrs/week)</b> <b>Escalate LLC.</b> <ul style="list-style-type: none"><li>Presented on current promotions to the public at events</li><li>Coordinated monthly and quarterly marketing events, such as Sabra/Stonefire Food Truck Tour</li><li>In charge of facilities preparation and events recap presentation</li></ul>	<b>01/2014 - 04/2014</b> <b>New York, US</b>
<b>Consultant</b> <b>ESL Program - Auburn University</b> <ul style="list-style-type: none"><li>Instructed students to improve their performance in English writing and their preparation for English tests</li></ul>	<b>09/2013 - 12/2013</b> <b>Auburn, US</b>
<b>Intern Editor</b> <b>China Foto Press (CFP)</b> <ul style="list-style-type: none"><li>Edited the picture news from Getty and The Associated Press</li></ul>	<b>09/2011 - 10/2011</b> <b>Beijing, China</b>

## EXTRACURRICULUM EXPERIENCES

<b>PR Specialist</b> <b>Chinese Students Association - Auburn University</b> <ul style="list-style-type: none"><li>Increased public awareness of the organization by designing a brochure and made several presentations</li><li>Accomplished planning for big events, such as Spring-festival Gala</li></ul>	<b>09/2012 - 05/2013</b> <b>Auburn, US</b>
<b>Volunteer</b> <b>Young Women Christian Association</b> <ul style="list-style-type: none"><li>Managed the reading room for children</li><li>Participated the collaboration with NGO ‘Yiswind’</li></ul>	<b>09/2011 - 05/2012</b> <b>Beijing, China</b>

## LANGUAGE/COMPUTER/DESIGN SKILLS

Proficient in written and verbal bilingual communication skills: English& Mandarin  
Master user of Mac & Microsoft: Word , Excel and PowerPoint  
Working knowledge of Google Analytics, SPSS, PhotoShop & InDesign  
Web development skills: HTML5 & CSS3