

EDUCATION

2012-2013	FORDHAM UNIVERSITY, GRADUATE SCHOOL OF BUSINESS	New York, NY
	MS, Media Management	
	Relevant Coursework: Fundamentals of Management, Media Systems & Markets, Innovation in Media Business Models, Music Business, Social Media, Marketing Research, Integrated Marketing Communication	
2010-2011	PURDUE UNIVERSITY, COLLEGE OF AGRICULTURE	West Lafayette, IN
	BS, Agribusiness Management, Minor in Communication, GPA:3.73/4.0	
	Purdue Leaders Forum, Certificate of Appreciation, Boilermaker 400 Club, Vice President of China Agricultural Students Association at Purdue, UR Global Participant & Mentor, Global Café Member	
	Agricultural Council Representative, Dean's List and Semester Honors	
2008-2010	CHINA AGRICULTURAL UNIVERSITY, COLLEGE OF ECONOMICS & MANAGEMENT	Beijing
	BS, Finance, GPA:3.53/4.0	
	China Agricultural University Ambassador, Model United Nations, Certificate of Participation, Project Manager of Students In Free Enterprise (SIFE)	

EXPERIENCE

2013	Yibada	San Francisco
	Editor	
	<ul style="list-style-type: none"> Write and translate articles about food, traveling and other fun events in San Francisco Bay area. Manage Yibada's social media outlets, cover Asian pop events in San Francisco Bay area 	
2012	KpopStarz (part-time)	New York
	Assistant Coordinator for Media Relations & Communications, international edition	
	<ul style="list-style-type: none"> Initiate the idea of launching the shopping mall section on the website, sell advertising space to vendors Help with the SEO strategy, promote articles on Kpop websites and social media platforms, increase online traffic from referral links Build partnership with other music media such as Popdust and Thrillcall, build relationships with Korean entertainment companies, get exclusive news and interview opportunities from them Recruit, train and manage new editors/writers for different language editions and special sections, manage KpopStarz Facebook page and KpopStarzfam Twitter account, communicate and build relationships with different fan bases Translate English Kpop news into Chinese, daily communication with fan editorial team 	
2012	Beijing Sidus HQ	Beijing
	Online Marketing Coordinator (social media)	
	<ul style="list-style-type: none"> Planned and developed online marketing strategies to increase online traffic Oversaw the daily updates of the official RenRen Page (Chinese Facebook) of 'Lotte Duty Free,' planned and wrote latest blogs relating to Lotte Duty Free, Korean food, Korean fashion and Korean tourism and post them on RenRen Worked as a coordinator to seek for cooperation opportunities with international business companies. Oversaw the authorized Sina Weibo (Chinese Twitter) of the Government of Pusan, planned and wrote new tweets about Pushan tourism, shopping, food and Korean fashion. 	
2012	Pro Soul Alliance	Beijing
	Social Media Associate	
	<ul style="list-style-type: none"> Set up official website, write professional bios for artist Promote artists on Douban (Chinese SNS), manage their sites Manage and update artist's Sina Weibo 	
2011	Huafeng Group of Meteorological Audio& Video Information	Beijing
	English Editor	
	<ul style="list-style-type: none"> Looked through several major English meteorological video websites(The Weather Channel), screened out good videos, downloaded and added Chinese subtitle Edited and quality control of the translated videos Collected statistics on the average daily update of meteorological videos on the Weather Channel 	

ADDITIONAL

- Native in Mandarin, Introductory in Korean, familiar with Chinese and Korean entertainment
- Community contributor at Popdust
- Webmaster of a Taiwanese Singer Yoga Lin's fan club, promote Yoga's latest updates online
- Assisted the organizer to promote Yoga Lin's concert in LA in 2010
- Promoted the movie "Love on that day" in Beijing
- Media Associate in Global China Connection (GCC), managed GCC's social media outlets
- Translation Volunteer in a non-profit microfinance organization called Wokai