

YIQIAN MA

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Education

- 2014. 08 UNIVERSITY OF FLORIDA GAINESVILLE, FL**
Master in Agricultural Communication, College of Agricultural and Life Sciences.
• Speaker: 39th Annual South East Journalism and Mass Communication Colloquium.
• 1st Runner-up poster: 30th Annual Conference of Association for International Agricultural and Extension Education.
- 2011. 06 NANJING AGRICULTURAL UNIVERSITY NANJING, CHINA**
Master in Agriculture, College of Agriculture.
• Director & Chief Fund-raiser: “Yefeng” Journalists’ Association.
• Volunteer: The Fourth World Urban Forum, Transportation Group.

Experience

- 2014. 05-08 FLORIDA 4-H STATE HEADQUARTERS GAINESVILLE, FL**
Communication Intern
• Created daily, weekly and monthly internal and outreach communications materials.
• Edited the opening video for Florida 4-H University to ensure high quality production.
• Provided digital support in organization social outing, meetings and award banquets.
• Collaborating with team members on new projects, stories, and ideas.
- 2014. 04-08 UNIVERSITY OF FLORIDA-FLORIDA A&M UNIVERSITY GAINESVILLE, FL**
Marketing Intern, Small Farms and Alternative Enterprises Extension
• Designed print, digital, and web marketing materials to aid in the promotion of the conference.
• Posted advertisement on social network websites to spread awareness about the workshops.
• Communicated with each school partner to collect information and explain issues and concerns.
• Managed video production to introduce multiple main features of the conference.
• Demonstrated excellence in working effectively as an individual and as part of a team.
- 2013. 09-2014. 08 UF/IFAS GAINESVILLE, FL**
Freelance Writer, Center for Public Issues Education
• Composed and edited news stories for the PIE center on a regular basis.
• Collaborated with media specialists to work on monthly news projects.
• Communicated with other staff in meetings to discuss and revise the new drafts of news stories.
- 2014. 02-05 SPARKS MAGAZINE GAINESVILLE, FL**
Online Contributor & Graphic Designer
• Composed and published weekly online articles on the assigned webpage.
• Provided high standard magazine page lay out design
• Worked closely with other online contributors to ensure and maintain the best service.
• Provided ideas and suggestions in regular meetings for improvement of processes.
- 2013. 07-present CHINA CURRENT GAINESVILLE, FL**
News Assistant, North American Station
• Decided news topics early each month to ensure high quality news reports and smooth workflow.
• Composed and edited monthly news stories regarding major events in the United States which have impacts on China.
• Contacted the interviewees to arrange interview sessions.
• Cooperated with other journalists to finish series reports.
- 2011. 07-08 NANTONG TELEVISION STATION NANTONG, CHINA**
Communication Intern, Advertising Department
• Attended regular department meetings to brainstorm new ideas for each project.
• Synthesized information for chief editors to ensure fast decision-making process.
• Collected funding for the department-held competition by communicating with potential sponsors.
• Supported advertising team on recording daily advertising income statistics.

Additional Data

Fluent in English and Chinese.
Proficient in SPSS, Adobe Premiere, Final Cut, Adobe Photoshop, and Adobe InDesign
Proficient in Microsoft Office, PC, and Mac.
Excellent organizational and interpersonal skill.

Publication

Yiqian Ma & Dai Tianshu (2003). Co-editor. Grow Up. Youth and Children’s Publishing House. Shanghai.