

# MENGCHU WANG

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## EDUCATION

**University of Southern California**, Los Angeles, U.S.

*Expected Graduation, Aug.2014*

*M.A. Candidate, Global Media and Communications Major*

- **GPA:** 3.9/4.0 Merit Scholarship

- **Coursework:** Managing Communication, Integrated Communication Strategies, Communication Strategies for Conflict Management

**London School of Economics and Political Science**, London, U.K.

*Aug. 2013*

*MSc, Global Media and Communications Major*

- **Coursework:** Media and Globalization, Global Media Industries, Media Research Methodology, etc.

- **Thesis:** Behind “gift-giving”: Motivations for sharing fan-generated digital content in online communities. **Grade:** 76/80 (High Distinction)

*Jul.2012*

**Peking University**, Beijing, China

*B.A., Journalism Major*

- **GPA:** 3.62/4.0

- **Honor:** Best Dissertation Prize. Attended Peking University-Oxford University Summer School Program (GPA: 3.80/4.0)

- **Coursework:** Internet Communication, Research Methods in Social Studies, Electronic Publishing Technology, New Media and Society, etc.

*B.E., Economics Major (dual degree)*

- **GPA:** 3.58/4.0

- **Coursework:** Macroeconomics, Microeconomics, Probability and Statistics, Econometrics, Human Resource Management, etc.

## EXPERIENCES

**SpinMedia**, Los Angeles, U.S.

*Jan.2014-Present*

*Account Management Intern*

- Create innovative ad products and production schedules to keep each campaign managed

- Review insertion orders for date availability and correct impression level

**The Shand Group**, Los Angeles, U.S.

*Oct.2013-Feb.2014*

*Online Marketing Intern*

- Created marketing materials about diamond grading report, jewelry trends, and jewelry buying guide

- Localized and translated English materials for online marketing campaigns in Mainland China

- Provided insights about clients' presence within social media and assisted in drafting media listening reports

**Asia House**, London, U.K.

*Mar.2013-May.2013*

*Media and Communication Intern*

- Published 6 news reports on Asian economy, literature, music, sports, traditional culture, and social issues

- Prepared social media news reporting schedule and an excel-based index for content management

- Managed Facebook account and achieved a 50% increase in the number of followers

**National School of Development**, Beijing, China

*Aug.2011-Dec.2011*

*Public Relations Intern*

- Drafted PR materials and followed up with media to generate positive coverage of National School of Development

- Assisted in organizing 10+ social events and received positive feedbacks from attendees

- Monitored external media outlets and compiled findings in reports

**Sina.com**, Beijing, China

*May.2011-Aug.2011*

*Social Media Specialist*

- Designed promotional materials (e.g. pictures, videos) for new mobile applications and achieved a 40% increase in downloads

- Interacted with active users of social media and increased the exposure of new products

- Conducted research on mobile users and provided valuable suggestions for marketing campaigns

**People's Daily**, Beijing, China

*Feb.2011-May.2011*

*Intern Journalist, Department of Economic and Social Affairs*

- Published 13 straight news and 7 news reports on China's social issues and economic developments

- Collected materials for news writing through conducting online research and interviews

- Translated 17 Chinese news reports to English and published online

## EXTRACURRICULAR ACTIVITIES

**Phoenix Sorority**, Peking University, Beijing, China

*Sep.2009-Jul.2012*

*Vice President*

- Organized lectures on career development, mental health, fitness, and fashion on a weekly basis and successfully invited the marketing director of Mary Kay, senior analysts of top consulting firms and accomplished alumni as lecturers

- Coordinated 6 off-campus events with 5 student societies and achieved high participation rate

- Led voluntary social works including charity sales and educational supports and won the “Best Student Society Activity Award”

## ADDITIONAL INFORMATION

- **Languages: English:** Professional working proficiency   **Mandarin:** Native   **Japanese:** JLPT N2

- **Skills:** Advanced in Microsoft Office, WordPress, SPSS, STATA, MySQL, Photoshop, Dreamweaver, Illustrator, InDesign, Premiere

- **Interest:** Painting, traveling, and photography