

# Lu Yin

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Position Objective	To obtain a marketing/sales/PR/event planner/editor position (Available to interview immediately)
Education	<u>University of Dayton, Dayton, OH – August 2014</u> <u>M.A. Communication, GPA: 3.6</u> Communication Research Methods, Public Relations, Case Studies of Contemporary PR, Crisis Communication, International Communication  <u>Beijing Institute of Graphic Communication, Beijing, China – June 2012</u> <u>B.A. Publishing &amp; Editing, GPA: 3.5</u>
Skills	Proficient in utilizing Microsoft Office, Photoshop, InDesign, basic HTML, Premiere Ability to prepare and editing interview manuscripts/news report Familiar with communication tools and techniques of PR Possess excellent developing and maintaining customer service skills Proficient in utilizing the U.S. and Chinese social networking sites Ability to monitor and analyze media coverage and other communications vehicles Familiar with the principles and methods of promoting and selling products and services In-depth knowledge of structure, rules of composition, and grammar of English language Possess excellent oral and written skills Proficient in handling multiple tasks simultaneously and work under pressure
Experience	<u>Stylist Assistant for Lady Gaga, Brandon Maxwell Studio, New York, NY – Sep. 2014-Present</u> <ul style="list-style-type: none"><li>• Sending out requests and researching up and coming designers</li><li>• Keeping track of clothing samples before and after photo shoots</li><li>• Maintaining overall organization in the office and helping out on set of photo shoots</li><li>• Picking-ups/drop-offs samples from showrooms</li></ul> <u>Consultant &amp; Language Facilitator, University of Dayton Write Place, Dayton OH – 2013-2014</u> <ul style="list-style-type: none"><li>• Tutored undergraduate students on numerous courses</li><li>• Modified different types of essays and articles</li><li>• Translated between English and Chinese to help Chinese students better communicate with American tutors, achieving 5/5 on all customer evaluation forms</li></ul> <u>Fashion Editor Assistant, L'OFFICIEL Fashion Magazine, Beijing, China – Feb.-May.2012</u> <ul style="list-style-type: none"><li>• Created and executed the “Valentine’s Day” campaign, interviewed Chinese famous artists, wrote interview manuscripts and edited the video via Authorware and Premiere Pro, resulting in 12% increase in downloads of IPAD edition of Feb. issue 2012 over previous year</li></ul>

(Continued)

- Attended “Hermes Spring/Summer 2012 Fashion Exhibition” and reported it, which is published on L’OFFICIEL Apr. issue 2012
- Updated and edited more than 30 daily fashion news via Dreamweaver each day on L’OFFICIEL website and social networking sites, resulting in nearly 5% increase in click-rating of website and 100,000 followers increase on Sina Weibo over previous year.

#### Editor & Designer of V’s Blog, Beijing, China – Winter 2010

- Interviewed Jiachuan Yang (the partner of Ernst & Young) and sorted her Sina blogs as the materials of book “V’s Blog” via Excel and Publisher
- Retouched pictures and designed the book cover via Photoshop and Illustrator and layout pages via InDesign
- “V’s Blog” won “The Top Ten Campus Books Award” in 2012 and printed 500 copies providing students and colleagues to read

#### Editor-in-chief at College Magazine, Beijing, China – 2009-2010

- Brainstormed topics with members for each issue
- Organized members to collect, edit, and proofread articles
- Designed the magazine cover, layout pages, posters, and logo
- Connected related departments to print, advertise, and disseminate the magazine

#### Publicized Articles

**The Present Market Situation and Development Trend of Custom Publishing in the U.S.**  
*Communication Magazine* Vol. 7, on July 15, 2013.

**Analysis the Custom Publishing Business of American Magazine Publishers – Take Meredith Integrated Marketing Company as an example**  
*Publishing Reference*, Vol. 7, 2013.

**Analysis the Custom Publishing Business of American Magazine Publishers – Take “Food and Family” project as an example**  
*The Sixth National Conference on Journalism and Broadcasting Doctoral Proceedings of Communication University of China*, on December 14, 2012.