

Huiying Yu

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Objective

To obtain a Full-time position in advertising, marketing or related field.

Education

- **Master of Science** Aug. 2012- Aug.2014
Iowa State University, Ames, Iowa, USA
Major: Journalism and Mass Communication
Minor: Statistics
G.P.A.: 3.70/ 4.00
- **Bachelor of Science (2+2 Program)** Aug. 2010-May 2012
Southern Polytechnic State University, Marietta, GA, USA
Major: Technical Communication concentration in Digital Media and Arts
G.P.A.: 3.40/ 4.00
- **Bachelor of Science** Aug. 2008-July 2010
North China University of Technology, Beijing, China
Major: Digital Media Arts

Career Related Experiences

Marketing Intern

Jan. 2014- May 2014

Iowa Events Center, Global Spectrum, Des Moines, IA

- Assisted marketing group for upcoming events marketing promotion
- Wrote marketing plans, press release for upcoming events
- Brainstormed grassroots ideas for upcoming events
- Finished a data analysis report by using Google Analytics
- Worked on events advertising programs materials, including took advertising pictures, screenshots for online advertising
- Worked on media buying with trading tickets
- Organized the launched promotions materials for clients, including community calendars, facebook posts, media buying, advertising, etc.

Thesis Research

Aug. 2013- May 2014

Iowa State University, Ames, IA

- investigated the effect of social media on consumers' attitude toward the brand
- Conducted Online questionnaire to measure consumers' attitude toward the brand
- Analyzed data by using t-test and ANOVA
- Combined the result of data analysis to get the research result

Account Executive Intern

May 2013-Aug. 2013

MRM Worldwide, McCann Worldgroup Inc., Beijing, China

- Worked with social media team for clients Microsoft and ETS to provide account service
- Maintained Chinese social network page for Microsoft Windows 8
- Wrote weekly report and monthly report for clients with data collection and data analysis
- Wrote meeting reports after weekly meeting with clients to keep records for review purpose
- Interviewed TOEFL scholarships receivers and organized social media contents for 2013 ETS TOEFL scholarships program ceremony
- Kept contact with vendors for managing projects

Photographer

Sept.2012- Jan.2013

Iowa State Daily, Ames, IA

- Shot photos for NCAA basketball game, NCAA volleyball game
- Shot photos for events happened in the Iowa State University
- Used Adobe Photoshop cs6, Adobe Bridge cs6 to edit and upload photos

Skills

Language Skills: Fluent in speaking and writing both in English and Mandarin Chinese

Computer Skills:

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|-------------------------------|----------------------|-------------------------|----------------------|
| • Adobe Photoshop CS5 | • Adobe Premiere CS5 | • Adobe Illustrator CS5 | • Adobe Indesign CS5 |
| • Adobe Dreamweaver CS5 | • Final Cut | • Microsoft Office 2013 | • C# (Basic) |
| • SAS (Statistic programming) | • CSS (Basic) | • Google Analytics | • SPSS |