

Panqian Yang

1133 Ashland Rd, Apt 513, Columbia, MO 65201
Cell: 573 489 7995 Email: pytx5@mail.missouri.edu
rebeccaypq.wix.com/panqianyang

**A bilingual, self-motivated, strategic thinking, team oriented,
and quick learning enthusiast for media production and brand marketing.**

Work Experience

Information Graphics Reporter

Columbia Missourian, Columbia, MO

January 2014 – Present

- Create and design graphics for the daily newspaper to help visualize the story

Customer Development (Intern) – Lipton

Unilever: Food Solutions, Shanghai, China

December 2013 – January 2014

- Engaged in proactive and timely communication focused on business solutions
- Updated daily and weekly analytical reports to sales and marketing team with SAP system

Brand Ambassador

DigitalMediaIX, Santa Clara, CA

June 2013 – Present

- Monitor digital marketing news and contribute to blogs, forums, and social networks
- Utilize online tools to analyze and optimize marketing programs
- Promote student insight surveys on local campuses and to Chinese universities

Assistant Director (Intern) – Chinese Idol

Shanghai Media Group, Shanghai, China

July 2013 – August 2013

- Assisted contest format design, show theme and stage packaging
- Arranged contestants communication, video shooting and live broadcast management

Brand Ambassador

Dianxing Network, Shanghai, China

January 2012 – June 2012

- Established campus information integration and business-to-consumer platform
- Directed campus promotion planning and social network marketing

Skills

AP Style, Adobe Creative Suite (Photoshop, Lightroom, Illustrator, InDesign and Premiere), Microsoft Office, Final Cut Pro, Google Fusion Tables, Basic HTML, Mandarin

Education (Dual Degree)

Bachelor of Journalism in Strategic Communications, Minor in Business

December 2014

Missouri School of Journalism, University of Missouri

Bachelor of Art in Broadcast and TV Journalism

School of Film & TV Arts and Technology, Shanghai University

Activities

Citibank Young Talent Program

August 2011 – August 2011

- Gained knowledge of financial industry and wealth management
- Developed an entrepreneur business model and won the first place

Startup Company, Fido

November 2010 – June 2012

- Communicated with small business owners and established cooperative relationship
- Planned media strategies and created content for social networks

Student Council – Member of Training Department

September 2010 – June 2012

- Coordinated training services and organized citywide competitions and events