



EDUCATION

Master Degree of Science in Mass Communications

May 2014

Saint Cloud State University (SCSU), St. Cloud, MN

- Emphasis on public relations and marketing
- GPA 3.50

Bachelor Degree of Science in International Business

June 2011

Changsha University of Science & Technology, Hunan, China

- International business and trades
- GPA: 3.70

PROFESSIONAL EXPERIENCE

Social Media specialist

July 2013-September 2014

Washington Chinese Film Festival, Washington D.C

- Produced series of 12 detailed introductions for 54 films include introductions of directors on Chinese social media platform-Weibo, and Facebook.
- Developed Facebook page that has over 1,000 followers, and over 800 followers on Weibo.
- Created message newsletter to complement Weibo and Facebook and grew contact database 50%.

Marketing Specialist (Graduate Assistant)

September 2012-June 2013

SCSU Career Services Center, Saint Cloud, MN

- Develop online services and promote events with Career Services Center staff.
- Mastered editing and computer skills to incorporate sound, photos and videos into presentations and Promotions.
- Developed strong interpersonal communication skills in intercultural work environment.

Journalist

June 2012-August 2012

Hunan radio and TV station, Hunan, China

- Mastered of NII News Cutter system
- Improved news editing and postproduction skills.
- Provided quality and efficient interviews and news release in English and Chinese writing.
- Translated most of English news into Chinese for Hunan City Time TV program about the London Olympics in 2012.

Marketing Communication Assistant

May 2011-August 2011

Asian Media Access, Minneapolis, MN

- Assisted to fund raise program for non-profit organization by attending events and calling potential donors.
- Strengthened skills in step-up summer program by successfully building an online business with eBay.
- Organized mini professional photo shoots for products in online eBay store.
- Supervised five prospective business college students.
- Coordinated dance event for the Hmong Spring Festival.
- Earned computer skills with Adobe Captivate, Adobe Flash by Course design and Filmmaking.

Columnist

July 2010 – May 2011

China Insight newspaper, Minneapolis, MN

- Examined own life and wrote international students' experience in United States
- Improved personal writing skills in English by editing and rewriting for newspaper.