

Yuanhong Sun

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EDUCATION

Michigan State University | East Lansing, MI

09/2019-06/2023

Bachelor's Degree of **Arts** (expected in 06/2023)

Major in Advertising Creative Art Direction Minor in Graphic Design

GPA (obtained): 3.793/4.00

Dean's List | Fall 2019, Spring 2020, Spring 2021, Fall 2021, Spring 2022

Relevant Courses: *Advertising Management Strategy, Concept Development, Introduction to Creative Media, Basic Skills for Advertising Careers, Advanced Creative: Media I, Interactive Advertising Design, History of Graphic Design, Contemporary Advertising Issues, Advanced Creative: Media II, Portfolio Presentation, etc.*

Fudan University | Shanghai, China

09/2020-12/2020

Exchange

GPA: 4.0/4.0 (transferred 3 credits to Michigan State University)

SKILL

Adobe (Photoshop, InDesign, Illustrator, Dreamweaver, Premiere), Video Clip, Web Editor, Photo Retouching, etc.

INTERNSHIP EXPERIENCE

Hisense Group | Qingdao, China

05/2021-08/2021

Intern (Full-time) at Brand Department

- Took charge of two large-scale activities, including Hisense European Cup Night, and Hisense Screen Forest, to promote brand marketing, expand corporate awareness and gather market popularity by the European Cup event.
- Gathered relevant advertising and media materials, concentrated on the development trend of the advertising and media industry and regularly analyzed the effect of publicity on different mass media platforms.
- Followed up on the content management of multiple social platforms and was responsible for the statistics of Hisense's daily update data on some video accounts, like Weibo, Hupu, WeChat, etc.
- Targeted some well-known social media influencers to communicate about cooperation, collaborated with the visual team to draw posters, participated in the emoticons design of the Hisense mascot, etc.

Qingdao Zhonghe Baidu Advertising Co., Ltd. | Qingdao, China

12/2020-02/2021

Intern at Business Unit

- Assisted the account executive in completing the advertising communication with famous real estate enterprises, for instance, Poly Real Estate Group Co., etc.
- Assisted the account executive in sorting out daily promotion work orders of Poly Real Estate Group Co., communicating with design and copywriting colleagues, proposing creative ideas to advance the work progress, and independently completing the copywriting and picture typesetting of the WeChat Public Account of the company.
- Connected with Party A to clarify the requirements of work orders, co-worked with the internal team to communicate progress details with Party A, and assisted the internal team in completing the work order.
- Assisted the entire project team in qualitatively analysing the new advertising tonality and writing the strategy's first draft.

PROJECT EXPERIENCE

Project Operation of Hisense Screen Forest

07/2021

Person in Charge (Intern)

- Took charge of coordinating the installation of screen forest devices with operational staff in Qingdao, Tianjin and Chongqing to bring a better European Cup outdoor viewing experience.
- Conducted daily statistics of data submitted by operational staff in the above places, looked for market focus and solved emergency problems.
- Coordinated with bloggers to shoot promotional shoots related to the event's theme and communicated with the Qingdao Hisense Plaza site chief on the site arrangement.
- After completing the project, counted the expenses of the planning company and checked the dismantling of on-site devices and the recycling of remaining materials.

Project Operation of Hisense European Cup Night

06/2021

Person in Charge (Intern)

- Took charge of the overall arrangement of personnel and the project operation.
- Collaborated with the event planning company, decided the purchasement planning, controlled the entire project process, and followed up on guests' invitation.
- Supervised the event site layout and equipment installation to ensure safety measures and took charge of designing and producing materials needed on site.
- Arranged staff to count the visiting guests and draw face paintings for children to stimulate their interests and passions for the European Cup, and paid attention to all procedures to ensure the event's successful completion.

EXTRACURRICULAR ACTIVITIES

Chinese International Students Union Activity Department, Michigan State University | 09/2019-11/2021

- Organized and planned the 2019 Spring Festival Gala & Mid-Autumn Festival Gala of Chinese International Students, Michigan State University;
- During the Spring vacation of 2021, organized and planned the 2021 Offline Activity in Qingdao, China, to provide more social communication opportunities for international students.

Orientation Leader for Fall 2021, Michigan State University | 09/2021

ADDITIONAL INFORMATION

Languages: Chinese Mandarin (Native), English (Fluent)

Hobbies: Calligraphy (National Calligraphy Certificate Grade 10 - Highest Level), Piano (National Piano Certificate Grade 10 – Highest Level), Ballet (National Ballet Certificate Grade 10 – Highest Level), Golf (National First-Class Athlete).