

# Mojin Yu

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(585) 267-0986

## Education

### UNIVERSITY OF ROCHESTER | 2015 SEPT - CURRENT

Digital Media Studies (Major)

Psychology (Major)

Computer Science (Intended cluster)

- Current GPA: 3.90 out of 4.0
- On Dean's List 5 out of 5 eligible semesters
- Selected coursework:
  - Intro to Media Studies / Intro to Digital Media Studies /
  - Design in the Digital Age / Digital History Mapping /
  - Intro to Photography / New Media and Digital Art Practice /
  - Advanced Front-End Web Development / Starmakers: Inside
  - Publicity / Psychology of Consumerism / Human Motivation

## Experience

### RESEARCH ASSISTANT, HISTORY DEPARTMENT |

UNIVERSITY OF ROCHESTER | 2017 JUN - CURRENT

- Researched and collected historical data from multiple sources
- Visualized research findings using ArcGIS Online
- Designed flyers and maps for print using Adobe Creative Suite

### PUBLIC RELATIONS AND DESIGN CHAIR |

VOCAL POINT A CAPPELLA | 2016 MAY- CURRENT

- Managed social media accounts and created posting schedules
- Designed digital graphics and print posters
- Developed several cohesive show promotion campaigns
- Planned, filmed, and edited promotional videos in collaboration with fellow executive board members
- Revamped and maintained the group's website

### INTERN | HOUGHTON STREET MEDIA | 2016 JUN - AUG

- Edited TV Show Positioning documents
- Organized project schedules
- Took conference notes and wrote summaries
- Translated English documents and business emails
- Performed administrative and clerical tasks

## Skills & Abilities

### PRODUCTION

Adobe Photoshop, Illustrator, and InDesign / Audio editing (Pro Tools and Audacity) / Video editing (Final Cut Pro and Adobe Premiere) / ArcGIS / Microsoft Office

### WEB DESIGN

HTML, CSS, JavaScript, and PHP / WordPress / Website platforms (Weebly and Wix)

### SOCIAL MEDIA

Experienced in managing Facebook, YouTube, Snapchat, and Instagram official pages and accounts /

Experienced in operating WeChat Public Platform (WPP)

### OTHER

Native fluency in Chinese / Photography (film and digital) / Drawing and painting / Vocal Performance

## Leadership

- Teaching Assistant for Computer Science at the University of Rochester (2017)
- International Student Mentor at the University of Rochester (2017 & 2018)