

Mojin Yu

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Education

UNIVERSITY OF ROCHESTER | 2015 SEPT - CURRENT

Digital Media Studies (Major)

Psychology (Major)

Brain and Cognitive Science (Minor)

- Current Overall GPA: 3.92 out of 4.0
- On Dean's List 7 out of 7 eligible semesters
- Selected coursework:
 - Media Studies / Design in the Digital Age /
 - Digital History Mapping / New Media and Digital Art Practice /
 - Advanced Front-End Web Development / Cognitive Psychology /
 - Psychology of Consumerism / Human Motivation

Experience

DIGITAL MARKETING INTERN |

MUSIFAI NYC | 2018 MAY - AUG

- In charge of social media content creation and management
- Worked with Musifai's Head of Growth and Sales team and successfully executed several digital marketing campaigns
- Optimized the company website's interface and architecture for improved customer experience

RESEARCH ASSISTANT, HISTORY DEPARTMENT |

UNIVERSITY OF ROCHESTER | 2017 JUN - CURRENT

- Collected and organized historical data from various sources
- Visualized research findings using ArcGIS Online and Adobe CS
- Designed maps, booklets and flyers for print

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 cohesive promotional campaigns for major concerts
- Planned, filmed, and edited promotional videos in collaboration
- Revamped and maintained the group's website

Skills & Abilities

PRODUCTION

Adobe Photoshop, Illustrator, and InDesign /

Adobe XD and InVision

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 CMS

Python

OTHER

Social Media & Email Marketing
Photography

Illustration

Vocal Performance

Native fluency in Chinese

Leadership

- International Student Mentor at the University of Rochester (2017 & 2018)
- Vice President, Rochester Design - undergraduate student design society (2018)
- Teaching Assistant for Computer Science Dept. at the University of Rochester (2017)