

EDUCATION

University of Southern California

Master of Arts in Public Relations and Advertising

Expected May 2026

New York University

Master of Arts in Media, Culture, and Communication

October 2024

The Ohio State University

Bachelor of Arts in Communication (Strategic Communication Specialization)

May 2023

Dean's List (Spring 2022, Summer 2022, Fall 2022)

Miami University

Major: Media and Culture & Art Management

Aug. 2019 - May 2021

Professional Certification Courses

Meta Marketing Analytics

Marketing Analytics Foundation, Introduction to Data Analytics, Statistics for Marketing, Data Analytics Methods for Marketing, Marketing, Analytics with Meta, Meta Marketing Science Certification Exam

Google Digital Marketing & E-commerce

Foundations of Digital Marketing and E-commerce, Attract and Engage Customers with Digital Marketing, From Likes to Leads: Interact with Customers Online, Think Outside the Inbox: Email Marketing, Assess for Success: Marketing Analytics and Measurement, Make the Sale: Build, Launch, and Manage E-commerce Stores, and Satisfaction Guaranteed: Develop Customer Loyalty Online

Columbia University: Social Policy for Social Services & Health Practitioners

US Social Services Compared, US Social Services: Where did they come from, Poverty & Population: How Demographics Shape Policy, Social Services for Families, Seniors and Those with Disabilities, Health, Housing, and Educational Services

ENTREPRENEURSHIP AND LEADERSHIP

EverBright Psychological Counseling Co., Ltd.

Co-founder

Beijing China

Jan. 2023 - Present

- Launched the business and built the management team to ensure the company operated under legal and administrative supervision
- Developed and executed marketing strategies and established official accounts on Chinese social media platforms
- Managed social media accounts and generated psychological education materials uploaded on different platforms
- Led market campaigns and produced promotion materials
- Participated in client development and brand image management to interact with potential clients
- Networked with psychologists and guest speakers to attend our live talk to lead mental health initiatives for college students

INTERN EXPERIENCE

Architectural Digest, Condé Nast China

Intern

Beijing, China

June - August 2023

- Supported editorial team in coordinating shoots, including site booking and prop management
- Facilitated the delivery of designer furniture from various luxury brands for interior shooting
- Fostered collaborations with gallery directors for celebrity home and interior space shooting with the support of art pieces
- Assisted editors and marketing department to network with luxury brand and PR offices to lead projects collaboration
- Collaborated with new media team to support the production of digital edition

Beijing CNLIVE Culture Media Co., Ltd.

Project Assistant, New Media Operations Department

Beijing, China

Jun.2022 - Aug.2022

- Analyzed the Oriental Selection accounts in ByteDance Live, including official incentive policy, e-commerce operation mode, fan volume, update frequency, live time, live highlights and live content, etc., and wrote a competitive analysis report
- Developed the first promotion strategy for CLUSE watch on ByteDance Live
- Carried out product competitor analysis, short video planning, ByteDance recommendation plan, and placement dimension analysis
- Actively participated in the discussion about promoting values of integrity, reducing transaction costs and improving consumption efficiency for consumers
- Gained advanced technologies, including AI and blockchain, to appraise users' integrity index accurately

Porsche, China*Part-time PR Assistant***Beijing, China**

May 2021 - Jun.2021

- Analyzed the current market sales channels for EV products, such as BMW and Audi, and how they reach customers
- Researched the current market sales channels and Porsche's 20th-anniversary promotion channels and developed marketing strategies, including market positioning and marketing play

Chanel, China*Part-time Marketing Assistant***Beijing, China**

May 2021 - Jun.2021

- Gathered data from website analytics, social channels, and search reporting from the top in-market search engine
- Learned about the composition of Chanel's departments and the specific work of each department, as well as the core content and key role of the marketing department
- Studied the overview of the luxury industry as a whole, the development of the luxury industry in China, and the recent sales strategies
- Proposed relative solutions and provided theoretical support by analyzing the market position of each luxury brand, the consumer psychology of luxury customers, and the problems of marketing strategies

Beijing Century Jinchuang Real Estate Development Co., Ltd.*Marketing Assistant***Beijing, China**

Jun.2020 - Aug.2020

- Assisted in inter-departmental communication and coordination of resources for various marketing activities and wrote monthly summary reports
- Designed survey questionnaires, conducted customer feedback surveys, collected and processed relevant data to make strategic marketing improvements

PROJECTS**Strategic Message Design - Client Project for *Donna's Delicious Dozen (Columbus' local bakery shop)***

- Conducted SWOT, industry, competitor, and communication analysis to evaluate the client's current communication channels and proposed recommendations for improvements
- Enhanced ability to plan and write strategically, concisely and effectively used in a public relations environment

Public Communication Campaign Proposal for *Jewelweed Flower & Plant Shop (Columbus' local floral studio)*

- Led the PR Team CasePlus+ to perform situation analysis and develop strategies and tactics to enhance the studio's public influence through social media
- Conducted four-month primary and secondary research and summarized market research findings
- Conceived two campaigns, building cooperation with wedding planning teams and individual photographers and launching an order blind box campaign for consumers aged 21-33

Cleveland Clinic

- Conducted research on the clinic's marketing strategies and branding effects and made recommendations for improvements to the Cleveland Clinic's website to make it attractive and user-friendly to users
- Gained thinking about how to run a medical clinic as a profitable business with the help of digital media
- Learned how to use Matlab and Excel to obtain descriptive statistics and obtained basic programming skills

SKILLS**Languages:** Proficient in English; Native in Mandarin**Professional Skills:** SQL, Matlab, Microsoft Office**Interests:** Basketball, Badminton, Table Tennis, Racing, Hip-hop music, Art