

EDUCATION

University of Rochester, Rochester, NY, USA

August 2023 - May 2027

Bachelor of Arts in Digital Media Studies
Bachelor of Arts in Film and Media Studies
GPA: 3.94/4.0

WORK EXPERIENCE

Social Media Intern

CICG Asia-Pacific, Beijing, China (remote in Rochester, NY)

June 2025 – Present

- Manage and operate the organization's Facebook account, posting daily engaging content to promote Chinese culture and target international youth audiences, achieving an average **post reach of 5,000+ users per week** and a **20% increase in shares and comments**.
- Edited and produced **20+ aesthetic short videos** highlighting Chinese culture, tourism, and lifestyle, which boosted average video views by **45% within one semester**.
- Increased engagement by **30%** by developing interactive posts, responding to **100+ audience comments weekly**, and monitoring performance through Facebook Insights.

Reality Show Key Crew

Tao Vision Media LLC, Los Angeles, CA, USA (partially remote)

May 2025 – Present

- Coordinate casting and guest management, ensuring smooth scheduling and communication among participants.
- Serve as a core crew member for a reality show featuring international students' dating and social lives.
- Lead social media marketing and managed the official account, generating posts with **20K+ impressions and 4K+ comments**, and driving strong audience engagement prior to filming.

Design Intern

NetEase Youdao Intelligent Technology Co., Ltd., Beijing, China (remote in Kunming, China)

May – August 2024

- Conducted research and user analysis for the Youdao Test Officer website redesign, identifying usability issues and proposing redesign strategies.
- Performed market and competitor analysis with Excel, strengthening three major brand selling points to guide project development.
- Designed new website visuals and layouts using Wix, created mind maps, and presented findings through PPT summary reports.

New Media Operation Intern

Star Broadcasting Network (Shenzhen) Information Co., Ltd., Beijing, China

June – August/2024

- Produced scripts for AI digital human live-streaming, generating interactive engagement.
- Designed promotional posters and managed WeChat/Douyin accounts, increasing audience interest and visibility.
- Planned and executed a full live broadcast independently, from theme development to scriptwriting, promotion, virtual room setup, and live interaction.

LEADERSHIP EXPERIENCE

Secretary (E-board Member)

Chinese Students Association, University of Rochester, NY, USA

June 2024 - June 2025

- Coordinated with university offices and organized campus-wide cultural and social events.
- Managed membership records and communication across affiliated student groups.
- Oversaw venue booking and scheduling to ensure smooth event logistics.

SKILLS

- **Languages:** English - bilingual proficiency, Mandarin - bilingual proficiency
- **Design & editing:** Canva, Photoshop, Adobe Suite, Figma, Wix.
- **Web development:** HTML, CSS, JavaScript.
- **Media & Communication:** social media management, content strategy, influencer collaboration, public speaking, academic/media criticism.