

SIWEI WANG

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EXPERIENCE

Website Reporter & Editor, Communications Department of the Information Studies School (iSchool) at Syracuse University (Graduate Internship), Syracuse, Winter 2015 & Spring 2016

- Wrote feature stories and news releases of school events for iSchool official news website, 4-5 pieces a week

Accelerator Researcher, Interactive Department at The South by Southwest (SXSW) Conferences, Austin, Fall & Winter 2015

- Sourced entrepreneurship-related stories online and wrote news stories for studentstartupbeat.co, 3 pieces a week
- Researched technology startups for the SXSW Accelerator Startup Competition, 50 startup leads a week

Senior Consultant, Weber Shandwick, Beijing, 2013-2015 | **Client:** *Microsoft Corporate & Commercial Products*

- Led Chinese media activities and coordinated with global team for Microsoft Build Developer Conference 2014 & 2015 in San Francisco, Post-Build event 2015 in Beijing, and Microsoft Ignite Conference 2015 in Chicago
- Conducted customer interviews and wrote customer stories in China, produced a 50% increase in media coverage
- Organized media activities for Microsoft CEO Satya Nadella's first China trip, successfully pitched his speech at Tsinghua University to be posted on the "Open Class" section of Netease, one of the four top online portals in China; composed content plan for CEO's visit on traditional media, WeMedia (WeChat) and Weibo (Chinese Microblog)
- Handled Office 365 Cloud Service General Availability Launch in China, pitched exclusive interviews for Microsoft Executive Vice President Dr. Qi Lu with *Bloomberg Businessweek*, *Global Entrepreneur* and *China Central Television*

Senior Executive, Text100, Beijing, 2010-2013 | **Clients:** *Motorola Solutions, British Standards Institution (BSI)*

- Created and maintained WeChat official account for BSI China
- Composed CEO forewords and articles for Motorola Solutions' weekly marketing e-newsletters
- Conducted regular media interviews for executives of Motorola Solutions' System and Two-way Radio business units
- Developed product launch press releases and annual business review articles for Motorola Solutions

Executive, Elite PR Group, Beijing, 2008-2010 | **Clients:** *Texas Instruments, 7-Eleven*

- Coordinated with global team to conduct regular media briefings for new products and technologies
- Localized news releases and global executives by-lined articles

Assistant Reporter, China Daily, Beijing, Summer 2008

- Assisted foreigner reporter in developing and writing articles for 2008 Beijing Olympics special issue

SKILLS

Software: Cision, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Microsoft Office

Language: Strong written and verbal communications skills in English and Mandarin

Digital Analytics: Google Analytics, Hootsuite, Sysomos

Social Media: Facebook, Twitter, LinkedIn, WeChat, Weibo

EDUCATION & AFFILIATION

Public Relations Society of America

Member of the New York Chapter

Syracuse University

S.I. Newhouse School of Public Communications, *M.S. Public Relations, 08/2016*

University of Macao

B.S. Journalism and Public Communications, 08/2008