

PR & MARKETING

Senior Marketing Communications Associate & Social Media Manager, untapt Inc., New York, NY. 2016 - Present

- Conducted marketing development projects for brand awareness: events participation - e.g., FinTech Innovation Lab Demo Day and Summer Intern Meetup; marketing tools assessment; marketing email campaign; music for programming
- Performed SEO optimization research and assisted tech team on the company's website upgrade for better search result

Senior Consultant, Weber Shandwick, Beijing, China. 2013 - 2015 | **Client:** *Microsoft, illumina*

- Planned 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, and contributed to media content plan
- Led Microsoft annual business events for three years: BUILD Developer Conference and Microsoft Ignite Conference
- Managed Office 365 Cloud Service General Availability Launch in China and pitched exclusive interviews for executives

Senior Executive, Text100, Beijing, China. 2010 - 2013 | **Clients:** *Motorola Solutions (MSI)*

- Composed MSI's weekly marketing e-newsletters to build and improve customer relationship
- Conducted executives' media interviews, and developed media content to promote MSI' industry thought leadership

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

- Coordinated media educational briefings with global team, and localized technical and executives by-lined articles

SOCIAL MEDIA

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- Managed content and daily operation of social media platforms including Twitter handles, Facebook and LinkedIn
- Created a new Twitter account for candidates and strategically promoted audience interaction for an increasing visibility
- Wrote the company's blogs on trending topics and created engagement with Medium's publications for broader exposure

Social Media Manager, Syracuse University S.I Newhouse School of Public Communications, 2015 & 2016

- Managed the Twitter account and used Hootsuite to promote the department's image internally and externally

WRITING

Website Editor, Syracuse University School of Information Studies, Syracuse, NY. Winter 2015 & Spring 2016

- Write three to five feature stories and news releases of school events for iSchool official website every week

Accelerator Researcher, The South by Southwest (SXSW) Conferences, Austin, TX. Fall & Winter 2015

- Sourced entrepreneurship-related stories online, and wrote three news stories for studentstartupbeat.co every week
- Researched 50 technology startups at the Interactive Department for the Accelerator Startup Competition every week

Assistant Reporter, China Daily, Beijing, China. Summer 2008

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

SKILLS

Social Media: Twitter, Medium, Storify, LinkedIn, Facebook, Paper.li, WordPress, WeChat, Weibo

Digital Tool: Google Analytics, Hootsuite, Sysomos

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

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

EDUCATION & AFFILIATION

Syracuse University, Syracuse, NY

S.I. Newhouse School of Public Communications, *M.S. Public Relations, 06/2016*

University of Macau, Macau

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

Public Relations Society of America

Member of the New York Chapter