

EDUCATION

Bachelor of Media Studies

Sept 2021 - expected May 2025

University of British Columbia - *Vancouver, BC*

- Cumulative average: 89.5%
- Relevant courses: Informatics, Writing for New Media, Computer Science, Digital Art, Collaborative Prototyping
- Awards: TREK Excellence Scholarship for Continuing Students (2021/22); Dean's List (2021/22)

Master of Management

Sept 2022 - expected Dec 2025

UBC Sauder School of Business - *Vancouver, BC*

- Part of an accelerated program allowing students to start their MM degree during undergraduate studies
- Relevant courses: Business Immersion, Organizational Behaviour, Accounting

PROFESSIONAL EXPERIENCE

Digital Content Coordinator (Co-op)

Jan 2024 - Aug 2024

SAP - *Vancouver, BC*

- Designed, edited, and published 3 global newsletters for 3,000+ employees, achieving an 86% average open rate
- Coordinated and presented 3 international info sessions, providing enablement to 150+ employees across 6 regions
- Launched new process to collect 500+ customer success stories, selected top entries, and analyzed trends in Excel
- Designed brand identity and assets for 2 new initiatives, facilitating adoption and awareness among management
- Collaborated globally to create 25+ decks, one-pagers, and 20+ SharePoint pages for brand alignment and legibility

Communications Assistant (Co-op)

May 2023 - Aug 2023

UBC Faculty of Arts - *Vancouver, BC*

- Rebranded the Media Studies program by analyzing 7 comparable programs and delivering a complete brand system
- Produced video for Media Studies website by planning and shooting 7 faculty interviews and editing in Premiere Pro
- Created content for UBC-Sciences Po Dual Degree program resulting in reach +598% and engagement +2,900%
- Analyzed data from 800 Dual Degree applicants and gave recommendations on renovating communications strategy

Social Media & Events Coordinator

Aug 2022 - Apr 2023

UBC Chinese Language Program - *Vancouver, BC*

- Executed Instagram campaign to promote campus-wide event and engage students, achieving reach of 3400+
- Implemented webpage and designed collateral for annual Singing Contest, attracting ~200 audience members
- Hosted Moon Festival event, impacting 600+ students and instructors through snacks and educational activities
- Spearheaded employee event, gathering 100 guests in an event involving food, awards, activities, and speeches

VOLUNTEER EXPERIENCE

Marketing Director

May 2023 - Present

nwPlus - *Vancouver, BC*

- Lead team of 6 to devise and execute marketing strategy and content creation for 12k+ followers across 9 platforms
- Project manage and collaborate with 7 cross-functional teams, achieving 105% increase in reach in first 2 months
- Led marketing across 6 channels for Canada's largest beginner-friendly hackathon, increasing applications by 116%
- Filmed and led video editing for interview series, achieving 12k+ views over 1 month across Instagram and TikTok

Co-founder & VP Visual Marketing

Sept 2021 - Sept 2023

UBC.LIVE - *Vancouver, BC*

- Led team of 7 to craft graphics, design layouts, and provide photography for over 40 original articles
- Designed posters to promote freshmen orientation events, engaging ~150 guests over two years

Social Media Marketing Specialist

Jan 2023 - May 2023

Urban Bounty - *Vancouver, BC*

- Conducted social media audit and worked with marketing manager to achieve consistent branding across 4 platforms
- Expanded original visual content by designing graphic templates and photographing events

TOOLS & SKILLS

- **Tools:** Figma, Illustrator, Premiere Pro, Photoshop, SharePoint, PowerPoint, Excel, WordPress, Canva, HTML/CSS
- **Skills:** Social Media for Business, Project Management, Graphic Design, Photography, Video Production, Content Writing, Website Management, Brand Design, Data Analysis, Translation (Chinese & English)