

YANG YU

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EDUCATION

Boston University College of Communication

Expected in May 2020

B.S: Public Relations and Film & Television

WORK HISTORY

PRLAB OF BOSTON UNIVERSITY

Account Executive | Boston, MA

September 2019 - Current

- Designed the PR plan and implementation to enhance social media engagement by 15% and to gain sales for the client
- Strengthened customer relationships by working proactively and collaboratively for the public events, and contents of social media copy
- Launched the new blog section on the product website to promote the background story of the product and to create a community among customers to gather more feedback
- Compiled the media list together with the team to coordinate potential partnerships with influencers and bloggers

CCTV PIONEER MEDIA & ENTERTAINMENT CO., LTD.

Intern | Beijing, China

July 2019 - August 2019

- Responsible for docking and coordination on-site during the Annual Charity Night event to ensure the process went smoothly
- Improved collaboration between team members by preparing meeting materials
- Learned how to quickly sort out meeting minutes, arrange and distribute the broadcasting schedules to keep a timely update with other teams
- Enhanced interpersonal communication skills during event reception by giving attendees directions and event information

CHINESE STUDENTS AND SCHOLARS ASSOCIATION - CSSA

Minister of the Activity Department | Boston, MA

June 2018 - May 2019

- Responsible for planning, docking, and coordinating during multiple events like *National Day Gala, Spring Festival Party, Singing Competition, Speed Dating on Bachelor's Day*
- Managed internal and external communication among departments and jointly worked with other organizations
- Encouraged department members to exhibit their creativity during the event planning process by dividing them into separate groups, having them come up with different event themes, settings and stage designs

DIRTY MONKEYS STUDIO PRODUCING DEPARTMENT

Assistant Coordinator | Qingdao, China

July 2017 - August 2017

- Interned at film crew of the fictional movie *Crazy Alien*
- Translated and distributed the call sheets to cohere the communication among different departments
- Managed extras and stunts' training routine and filming schedules to make sure the punctuality

SKILLS

- Computer: Microsoft Office, Adobe Photoshop, Illustrator, InDesign, CisionPoint
- Video & Sound Editing: Adobe Premiere, Avid, Pro Tools
- Language: English (fluent), Mandarin (fluent), Korean (basic)