**Qualifications**

* Experience in the development of online advertising campaigns, email marketing and article marketing.
* Experience in the development of public relations programs for multinational companies.
* In-depth market research and analysis.
* Development of strategic planning. Event planning and execution.
* Multi-tasking capabilities. Effective problem solver. Team player.
* Fluent in Chinese and English. Extensive experience in Chinese/English translation.
* U.S. Permanent Resident.

**Experience**

**One Cent City, Inc., Orlando, FL**

*Marketing Communications Manager,* Jan 2010 – Apr 2010

* Developed integrated marketing communications strategies for a new penny auction website.
* Researched and developed in-depth situation analysis, competitor analysis and target audience analysis.
* Planned, executed and optimized Google Adwords online advertising strategies and campaigns.
* Developed and managed consumer email marketing campaigns to build customer relations. Created email newsletters and promotional material ad copies.
* Planned and executed article marketing strategies to increase website traffic. Developed article topics and coordinated with freelance writers to ensure articles to meet editorial guidelines.
* Developed and executed social media strategies, including updating Facebook and Twitter profile, identifying leads on Twitter, and providing customer service support.

***Key Achievements:*** Developed relevant keywords and ad copies for Google Adwords and achieved average click-through rates of 3%. Wrote great email subject lines and achieved open rates of 20.4% and click-through rates 29.8% click-through rate.

**Onyx Creative Group, Tallahassee, FL**

*Graduate Intern,* Aug 2009 – Dec 2009

* Researched, interviewed employees and identified Onyx Group’s business problems.
* Developed the strategic marketing plan and tactics to increase the company’s brand awareness.
* Identified new business opportunities and developed Request for Proposals for Onyx Group.
* Planned and executed an event to raise funds for Start! Heart Walk, including collecting raffle item donations, coordinating with vendors and pitching media for coverages of the event.
* Developed and executed the social media strategies for Onyx Group, including the content management and the audience development for Twitter, Facebook and LinkedIn.

**Kidd Group Public Relations, Tallahassee, FL**

*Public Relations Intern*, Jun 2008 – July 2008

* Served the America for Gold, Kidd Group International brands.
* Conducted research for the international business development plan of Kidd Group.
* Planned brand strategies in collaboration with team members for the launch of a non-profit organization America for Gold.

**Weber Shandwick Worldwide, Beijing, China**

*Public Relations Intern,* The Consumer Team, Sep 2005 – Jun 2007

* Served the Zespri, Crest, Swatch, Kraft, Smirnoff, Lenor, and International Bulb Center brands.
* Conducted research for situation analysis, target audience analysis and media analysis.
* Planned press conferences and events in collaboration with team members.
* Translated and adapted press releases, media Q&A, and speeches from Chinese to English.
* Maintained strong media relations and pitched new media.
* Developed project reports, prepared press kits and related items for PR events.
* Coordinated with vendors and third parties to improve the overall quality of production.
* Provided media reception, cued TV crew and photographer, coordinated multimedia support for eight on-site events.

**Education**

**Florida State University, Tallahassee, FL**

M.A. in Integrated Marketing Communication,GPA 3.88, May 2009

**Beijing Technology and Business University, Beijing, China**

B.A. in Advertising, GPA 3.6, Jul 2006

**Special Skills**

Good Command of Microsoft Excel, Word, SPSS, Quantcast, Simmons, PRIZM, and SRDS.