

Yuhua Gui

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EDUCATION BACKGROUND

University of Texas at Austin

TX, USA

M.A in Advertising

08/2022-05/2024

- ◆ **GPA:** 4.0/4.0 (Top 1% in the major)

Pennsylvania State University

PA, USA

Bachelor of Arts in Advertising/Public Relationship

08/2018-06/2022

- ◆ **GPA:** 3.98/4.0 (Top 1% in the major)
- ◆ **Minors:** Psychology (UMNR), Smeal College Business Fundamentals (UCT) Certificate
- ◆ **Awards & Honors:** Penn State Principal Dean's List (7 semesters)

INTERNSHIP EXPERIENCES

MarTechApe

NY, USA

Part-time Media Manager

08/2021-02/2022

- ◆ Operated and managed the company's social platform accounts, such as WeChat and Sina Weibo: typesetting and publishing 1 article per week on average, editing promotional videos, designing print ads.

Duke Kunshan University

Kunshan, China

New Media Intern, Innovation & Entrepreneurship Dept.

07/2020-08/2020

- ◆ Responsible for WeChat public account operation: reviewed and typeset 25 articles, with the maximum impression of a single article up to 1000+
- ◆ Planned the launch ceremony of "Innovation Incubator", produced promotional copy and designed posters: the average impression of promotional copy was 300+ and participants of the activity was 130+, with the conversion being 43%

Huimeng Wang's Show *Ode to Orderly Joy*

PA, USA

Assistant

10/2019-12/2019

- ◆ Assisted in Ms Wang's vocal performance *Ode to Orderly Joy* with an audience of around 40 people
- ◆ Responsible for promotion, as well as reception of audience and light control on the performance day
- ◆ Photographed and recorded performers' practice and rehearsal to prepare for the after-show exhibition

COURSEWORK PROJECTS

Advertising Plan for Cheerios

02/2021

- ◆ Led a team of three to make an advertising plan for appealing to university students
- ◆ Analyzed university students' comments on Cheerios on social media and brainstormed to identify their demands
- ◆ Produced a creative brief, designed a print advertising poster and wrote the promotional copy

Research on Instagram Advertisement

09/2020-11/2020

- ◆ Led a group of 4 to study users' opinions of Instagram advertisement and the impact of demographics on the perception of audiences
- ◆ Investigated the factors influencing the interaction between Instagram users and advertisements using interview and survey, and applied Amazon Mechanical Turk to research whether advertisement personalization stimulates purchase behaviors and increases public positive attitude to advertisements

SKILLS & INTERESTS

- ◆ **Software:** Microsoft Office (advanced), Adobe Premiere Pro, Photoshop, Lightroom, Adobe Audition
- ◆ **Languages:** Chinese Mandarin (native speaker), English (proficient), Japanese (basic), Polish (Level 3)
- ◆ **Interests:** Video Editing, Films, Exhibitions, Museums, Writing Novels, etc.