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**Objective** Seeking a position in a New York area ad agency where the following three traits are considered valuable assets:

1. Ability to learn new procedures quickly and efficiently.
2. Ability to integrate and apply ideas .
3. I'm bilingual and fluent in both Chinese and English.

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**Professional Experience**

**Social Media Intern** | Candela Agency, Boston, MA  
*Oct. 2012 – Jan. 2013*

- Generated blog contents based on comprehensive research
- Assisted in the development of creative pitch for clients

**Team Member** | ATCC International Marketing Competition, Taiwan  
*Mar. – Jul. 2011*

- Developed a brand campaign project of Watson's Inc. to improve the brand image, planned several events including social media strategy and experiential marketing
- Qualified for semi-finals

**PR Team Member** | International Student Affair, Taipei Medical University, Taiwan  
*Mar. – Jul. 2011*

- Host of international students mixer event
- Negotiated and coordinate between suppliers and school administrators

**Planning Intern** | Taipei Medical University Hospital, Taiwan  
*Sep. 2010 – Jan. 2011*

- Assisted in planning the hospital events, such as employee immunizations, and managed the flow of the schedule
- Assisted in receptions of foreign hospital administrators and took them on a tour of our hospital

**Director of Advertising** | Student Association, Taipei Medical University, Taiwan  
*Jun. 2009 – 2010*

- Planned and hosted the event of college uniform designing competition
- Coordinated, assigned and examined current group events to the members

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**Education**

**M.A. in Integrated Marketing Communication** | Emerson College  
*May 2013*

Capstone Project

I served as the Creative Director cooperating with teammates to develop B2C and B2B strategies for the client, Felix, a tech accessories brand

- B2C strategy: guerilla marketing in airports, social media strategy, PR strategy, video marketing and SEO optimization
- B2B strategy: leverage the momentum of B2C and develop direct marketing and trade show marketing to attract retail buyers.

**B.A. in Healthcare Administration** | Taipei Medical University, Taiwan  
*Jun 2011*

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**Honor**

**Member of National Science Council College Students Research Project**  
*Jul 2010 – Feb 2011*

- Researched on the influence of Vanity Traits, Perceived Value and Behavior Intention of costumers' medical cosmetology treatment at their own expense

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**Computer Skills**

**Mac, PC, Microsoft Office, Power Point, Keynote, Adobe Photoshop, Illustrator & Dreamweaver**