

Sheng Fen Chien

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Online portfolio: <http://www.behance.net/stephanii5228f86>

Online 

Portfolio 

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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.

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

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

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

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