

# ZIYI IRIS CHEN

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★ Objective: to secure an entry-level position at a global public relations agency where I can develop my graphic design and social media skills to support and build their client brands.

## EDUCATION

### University of Southern California

July 2020 - Expected July 2022

California, USA

*Master of Arts in Public Relations and Advertising*

### Shenzhen University

September 2016 - July 2020

*Bachelor of Business Administration (Golf Business Management)*

Shenzhen, China

Received Hong Kong Macau and Taiwan Scholarship on a merit basis

GPA: 3.45/4.5

## PROFESSIONAL EXPERIENCE

### China Guangfa Bank

July 2018 - August 2018

Shenzhen, China

*Private Banking Intern*

- ▶ Assisted in the "Baiguoyuan" cooperation plan, and achieved a 20% increase in the number of visits to the APP sections through infographics of the promotional information
- ▶ Optimized customer experience for China Guangfa Bank's mobile app, and provided suggestions based on data such as module usage rate, module activity, and advertising click-through rate

### Yangjiang Lakefront Golf & Resort

June 2017 - August 2017

Yangjiang, China

*Branding & Marketing Intern*

- ▶ Drafted and compiled press release and related posters to be used and distributed on social media
- ▶ Managed the "Biem.L.Fdlkk Garment Co. Championship" and "Guangdong Junior Golf Summer Grand Prix" campaign and successfully increased its online visibility by 20% through WeChat blog articles

## EXTRACURRICULAR ACTIVITIES

### Bain Cup Case Competition

April 2019 - May 2019

Shanghai, China

*Marketing Director*

- ▶ Proposed growth strategy for a top Chinese Jewelry brand called CHJ to focus on third and fourth-tier cities in China and engage in online sales for revenue growth
- ▶ Conducted industry research of Chinese jewelry business including collecting data from the National Bureau of Statistics, government websites, research institutions and company's financial statements
- ▶ Analyzed target customers' profile and the brand's competitiveness by comparing to its peer companies, and made the final PowerPoint representing the group work

### Shenzhen University Music and Performance Association

September 2016 - July 2018

Shenzhen, China

*Creative Planning Director*

- ▶ Led the team of 10 to plan, design, and produce annual showcase with 1000+ audience while managing all project delivery elements within time limits and coordinating with directors, light and sound team and related personnel
- ▶ Designed promote products including posters and on-site products with external sponsors including Huawei, BOSE, Yakult, and Vita

### Musicable Shenzhen Student Welfare Organization

January 2014 - January 2015

Shenzhen, China

*Co-founder*

- ▶ Coordinated and organized a charity fundraising event with talent shows for 500+ attendees, raising 10,000 RMB through ticket sales and donating the proceeds to autistic children
- ▶ Launched an integrated marketing campaign in the local community including broadcast radio advertising and an online platform that enabled high school students to learn and get involved in volunteer works

“ In addition to my work experience, I design social media content for start-up businesses that I feel passionate about in the areas of entertainment and lifestyle. ”