

薛舒文 SUSANNAH

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教育学历

纽约大学: 斯坦哈特学院音乐与表演艺术管理专业(2024年5月毕业)

爱默生学院: 主修传播与媒体&辅修哲学(2022年5月毕业)

实习&工作经历

奥美广告公司, 中国北京, 市场部经理助理远程实习

- 1) 通过对客户在快消行业内的当前地位进行全面分析, 对标世界top10的快消行业, 进行8个维度综合的评估, 对现有营销策略进行诊断, 随即为客户执行综合营销解决方案项目。
- 2) 帮助筛选广告代理人或代言人并调研其背景资料和联系人信息。
- 3) 将一些文件从中文翻译成英文, 最终产出50个文件和reports, 来用于国际社媒推广活动。

凤凰网陕西, 编辑与宣传部实习生

- 1) 利用iMovie和Garage乐队制作和编辑视频或背景音乐, 推动公司线上宣传和收集产出新闻素材。
- 2) 在微信公众号和微博等社交媒体上发布公司官方账号上的在线帖子(图片和文章编辑), 吸引了2万读者的访问量, 为公司拓展增加了来自全球的粉丝和关注度。

SEEK风尚(XIKE文化传媒集团), 中国上海, 时尚编辑

- 1) 独立为在线杂志制作拍摄计划和编辑产品。最终负责筛选后期成片, 封面, 内页设计, 以及封底。一共产出5期杂志画报(电子版与纸制版), 总销量成果比以往提高20%。
- 2) 收集外部时尚杂志和网站, 创建设计师产品和名人街头摄影数据库。
- 3) 独立与客户联络, 根据选择需要租用或借用品牌服装用品, 并负责与合作品牌方沟通洽谈签订长期合同。

CHAOSPR私企, 美国纽约, 公关和编辑实习生

- 1) 制定合作项目计划, 编辑宣传文案, 制作宣传视频剪辑, 参与品牌传播, 洽谈合同。运营到社交媒体软件账号, 各平台发布了15-20个posts, 每条都有100+赞和评论, 增加了10多家品牌方的合作。
- 2) 研究博客作者, 与机构协商合作关系, 并为每次开幕活动制定预算计划。
- 3) 负责5个平台bloggers的邀约, 进行研究对比, 来帮助机构挑选出最合适的KOL并成功合作100+国际博主和艺人, 此期间活动的曝光度和转化量提高50%。

Velvet.co international, 美国纽约时尚公关+自媒体

- 1) 负责品牌方与艺人的公关对接, 协助品牌选衣寄送, 管理纽约showroom的选品和每周自媒体拍摄方案, 负责vlog灵感创作, 运营公司自媒体账号, 各平台发布了10个Reels, 流量曝光度和转化量提高50, 增加大量潮牌方合作, 为国内品牌拓展国际赛道。

2) 研究国际时尚博主红人, 为合作时装品牌挑选签约vip博主或KOL, 管理showroom并做stylist为红人搭配选衣, 记录每个月的拍摄产出选图发布和曝光率, 提高国内品牌在IG的宣传和发展, 制定品牌在国际的快闪店方案, 为每次开幕活动制定预算计划, 并策划纽约时装周合作品牌的活动事宜, 参与设计和宣传品牌在纽约的快闪店活动, 助力推广喜茶 x Sandy Liang的合作项目, 筛选和DM合适纽约博主或艺人, 帮助接待客户和提高流量+盈利率等。

软件&技能

English, Chinese, Korean, Excel, PowerPoint, Certification: Access to Legal Aid for Women in Criminal Justice System, Certification: EGS, 谷歌文档, WPS, Visual Studio, MSN, Imovie, 车库乐队, Inshot, Vlog, instagram, YOUTUBE, 小红书, facebook, canva, Adobe, 哔哩哔哩等。摄影、原创旋律和歌词制作、编舞、表演、时装搭配, 绘画、**配音(配音秀作品播放量2-5万)**、着装、视频编辑、海报制作, 编辑, 写作, 办展, 采访, 时尚杂志, 公关, 市场营销, 评估预算等。

SHUWEN XUE (susannah)

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EDUCATION

Emerson College (09/2018-05/2022)

Major: Communication and Media Studies

Minor: Philosophy

GPA: 3.3

New York University (08/2022-05/2024)

Major: performing arts administration

GPA: 3.5

Main Course Taken

Intercultural communication[A-] Academic writing[A] Financial accounting and reporting[A-] Leadership in organizations[A] Conflict and negotiation[A-] Public relation affairs[A] Research method and communications[A-] Special events[A] Concert management[A] Marketing[A] Brand strategy[A-] Events management[A-] Fundraising and partnership[A]

INTERNSHIP & RESEARCH EXPERIENCE

OGILVY, CHINA

Remote internship, Manager Assistant, Department of Marketing

- By conducting a comprehensive analysis of the client's current position in the fast-moving consumer goods (FMCG) industry and benchmarking against the top 10 FMCG companies worldwide across 8 dimensions, we evaluated existing marketing strategies, diagnosed areas for improvement, and subsequently implemented a comprehensive marketing solution for the client.
- Assisted in selecting advertising agencies or brand ambassadors, conducting background research on their profiles, and obtaining contact information.
- In collaboration with colleagues, We translated documents from Chinese to English, resulting in the production of 50 files and reports for brand events to promote in global social media platforms.

IFENG.COM, Xi'an, China

Intern, Department of Editorial and Publicity

- Utilizing iMovie and GarageBand, we produced and edited videos and background music to drive our company's online promotion efforts and gather newsworthy material.
- Developed and published online posts (comprising images and edited articles) from our company's official accounts on social media platforms such as WeChat public account, newspaper and magazines and Weibo, etc. This initiative attracted 20,000 readers, expanding the company's global fan base and increasing visibility.

CHAOS PR , NEW YORK , US

Intern, Public Specialist and Editing

- I developed collaborative project plans, edited promotional copy, produced promotional video edits, engaged in brand communication, and negotiated contracts.
- I managed social media accounts, posting 15-20 times on each platform, each post garnering over 100 likes and comments, resulting in collaborations with over 10 new brands.
- I researched blog authors, negotiated partnerships with institutions, and devised budget plans for each opening event. ● I was responsible for inviting 5 platforms of bloggers, conducting research for comparison, aiding the organization in selecting the most suitable KOLs and outreach to 100+ global influencers. And exposure and conversion rates increased by 50% finally.

Velvet.Co

New York fashion PR + social media

- Responsible for the PR connection between brands and artists, assisting brands in selecting and shipping clothes, managing the selection of products in the New York showroom and weekly self-media shooting plans, responsible for vlog inspiration creation, operating the company's self-media accounts, publishing 10 Reels on various platforms, increasing traffic exposure and conversion by 50%, increasing a large number of trendy brand cooperation, and expanding the international track for domestic brands.
- Research international fashion bloggers and celebrities, select contracted VIP bloggers or KOLs for cooperative fashion brands, manage showrooms and make stylists to match and select clothes for celebrities, record the monthly shooting output, select pictures for release and exposure, improve the publicity and development of domestic brands on IG, formulate brand pop-up store plans internationally.
- Formulate budget plans for each opening event, and plan activities for cooperative brands at New York Fashion Week, participate in the design and promotion of brand pop-up store activities in New York, help promote the cooperation project of Heytea x Sandy Liang, influencers outreach and be responsible for inviting customers and increasing KPI and bonus, etc.

EXTRACURRICULAR EXPERIENCE & VOLUNTEER WORK

Boston University Red Star Theatre

Department Head, Department of Acting

- ✧ Adapted and directed a drama Be You, and acted in it (2021)
- ✧ Acted in the Red Star National Day short play: The Birth of a Stage Play (2021)
- ✧ Acted as the heroine in the Red Star Annual Grand Drama Beasts of Burden (2020)
- ✧ Acted in a medley of three comedy sketches in the Special Drama Comedy Show (2019) ✧
Acted in a microfilm Victor (2019)

HONORS & AWARDS

- One of the student representatives of Sri Lanka Turtle Environmental Ambassador (Feb, 2018)
- Emerson College Admissions Scholarship (April, 2018)
- Acted in the Theater Performing Completeness, which participated in the Boston Good Actor competition and won 1st prize (Oct, 2019)
- Performed as singer in a medley of songs at Emerson's 2020 Spring Festival Gala, 2nd rewards (2020)

MAJOR DUBBING SHOW WORKS (17 out of 200)

Harley Quinn, Harley Quinn: <http://peiyinxiu.com/m/232864851>

Mr. & Mrs. Smith, Mrs. Smith: <http://peiyinxiu.com/m/154945919>

Mr. & Mrs. Smith, Mrs. Smith: <http://peiyinxiu.com/m/154150947>

Wonder Woman, Ana: <http://peiyinxiu.com/m/233040050>

Little Woman, Jo: <http://peiyinxiu.com/m/189273028>

Little Woman, Monologue of Jo: <http://peiyinxiu.com/m/188632431>

New Spider-Man, AI Edith: <http://peiyinxiu.com/m/187713957>

Five Feet Apart, both characters (female and male): <http://peiyinxiu.com/m/159122852>

Thirteen Reasons Why, female voice: <http://peiyinxiu.com/m/160323780>

Ratched Season 1, Ratched: <http://peiyinxiu.com/m/155393576>

Defending Jacob, lady: <http://peiyinxiu.com/m/153081587>

Stepmother Tea Party, multiple roles (mother and daughters): <http://peiyinxiu.com/m/152975097>

The End of the Fucking World, girl: <http://peiyinxiu.com/m/150703693>

Harry Potter, Hermione: <http://peiyinxiu.com/m/148997539>

Beauty and Beast, Bale: <http://peiyinxiu.com/m/148512081>

Frozen, Elsa and Anna: <http://peiyinxiu.com/m/121855219>

Frozen, younger Elsa and Anna in childhood: <http://peiyinxiu.com/m/121853781>

**ORIGINAL SONGS (LYRICS & MELODY & SINGER) & ORIGINAL CHOREOGRAPHY
(CHOREOGRAPHY AND ORIGINAL MUSIC CLIP)**

Lost: <https://www.youtube.com/watch?v=V0E9ljRUQqE>

Ode to the Dream about You: <https://www.youtube.com/watch?v=gicZrdso26o>

Moody, contemporary & Jazz dance: <https://youtu.be/8PIiqgh8J14>

Mood, urban swag dance: https://youtu.be/oPpA_7DXSL8

Trial Dance of Urban Slow Jam, urban slow jam: <https://youtu.be/z2FOVeYOoJ0>

Free Impromptu Dance, slow jam: <https://youtu.be/mnyNOPueIug>

Snapping, K-pop: <https://youtu.be/lo71R8-izHA>