

# Yuchen Zhao

Chicago, IL

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## Objective

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Seeking a full-time job utilizing my education and experience

## Summary of Qualifications

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- Skilled in data analysis and marketing planning
- Detail oriented
- Excellent interpersonal and communication skills
- Demonstrated experience in communications, journalism, and social media
- Excellent understanding of intercultural policies and infrastructures

## Education

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**University of Illinois at Chicago (UIC), College of Urban Planning and Public Affairs** 2016-2017

- **Master of Public Administration - August 2017**

**Capital University of Economics and Business, Beijing, China** 2011- 2015

- **Bachelor of Communication/Bachelor of Human Resource Management (Double Major) – June 2015**

**Providence University, Taiwan, China (Exchange Student)** August 2014 - January 2015

## Professional Experience

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**Menu Management Associate – Chowbus.Inc Chicago, IL** March 2019 – Now

- Manage the backend data of the app and update menu items and photos for online restaurants
- Take photos of product and making sure they are uploaded and organized on product pages

**Cafe Associate – Rakki Cafe, Chicago, IL** February 2019 – March 2019

- Prepare, present and serve menu items in accordance with café standards
- Collect payments from customers and make change accurately by processing transactions in POS
- Clean tables, keep the dining area spotless, take out trash and ensure a very clean and sanitary environment

**Social Media Marketing Specialist – Chihuo.Inc, Chicago, IL** January 2018 – February 2019

- Content marketing strategies execution, develop organic social media campaign
- Regularly analyze social campaign data to guide improvements
- Analyze and develop new strategies from reports to increase brand success

**Journalist - People's Weekly, Beijing, China** September 2015 – June 2016

- Produced weekly articles on politics, cultural, and economic topics to publication (circulation of over 200,000)
- Managed and updated the social media account of the magazine

**Assistant Editor Intern - CCTV Sports Channel, Beijing, China** June 2014- August 2014

- Updated daily news of the 2014 FIFA World Cup Brazil
- Gathered information and news from foreign media for the latest news

**Assistant Director Intern - CCTV Economy Channel, Beijing, China** October 2013-December 2013

- Designed and actualized the ceremony of China's Annual Economic Figures
- Contracted and communicated with guest speakers in urban economics field

**Editorial Intern - Xinhua News Agency, Beijing, China** June 2013 – August 2013

- Produced weekly show on current affairs; Filmed talk show of senior journalists commenting on current affairs

## Volunteer Experience

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**Volunteer – UIC Alternative Spring Break, Red Clay State Park, Cleveland, TN** March 2017

**Volunteer Nursing Assistant-Living Tree Foster Center (for children with autism), Hebei Province, China** 2013 - 2016

**Volunteer Teacher - Central Elementary School of Taier, Xining, Qinghai Province, China** August 2014

## Skills

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**Computer:** Microsoft Office, Photoshop, Final Cut, Vegas (video editing software), SPSS (data analysis software)

**Language:** Fluent in oral and written Mandarin Chinese

**Other:** Skilled in photography and video editing