

# Yu-chien Wang

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## Education

Syracuse University  
S.I Newhouse School of Public Communications,  
College of Arts and Sciences  
Double Major: B.A Advertising and Psychology

Dean's list (Spring semester 2016)  
Study abroad: London, England (Summer 2016)

## Skills

Microsoft- Word, Excel, PowerPoint  
Adobe- Photoshop, Premier, Illustrator  
Social Media- Twitter, Facebook, Snapchat,  
Line, Soundcloud  
Slack

## Experience

**Taiwanese Student Association,**  
**PR Director** 2015-Present  
**Syracuse, NY**

-Organize Asia film festival with Hong Kong Student Association -Budget and plan events  
-Communicate with company (TECO) to ask for fundings -Represent Taiwanese student body in formal events -Invite Chancellor and Taiwanese faculties to our annual Chinese New Year dinner

**Advertising Practice in a Diverse Society Class,**  
**Student** 2017-present  
**Syracuse, NY**

-Analyze companies with MRI  
-Create strategy plan with multimedia approaches -explore creativity in selling products -Conduct surveys -

**Fresh U,**  
**Writer** 2015-present  
**Online**

-Create catchy new contents about college life biweekly -Explore unusual topics -Seek interesting facts and its correlations with audiences' interests

**Multi-media Storytelling Class,**  
**Producer** 2017-present  
**Syracuse, NY**

-Organize and plan production -Create master calendar -Find locations to film -Communicate with all departments -Reserve equipment

**TNH Student Advertising Agency,**  
**Creative Branch Member** 2017- present  
**Syracuse, NY**

-Film and upload videos to clients instagram  
-Design stickers -Design magazine layout  
-Work with clients in Syracuse area

**Multi-media Storytelling Class,**  
**Group Director** 2017-present  
**Syracuse, NY**

-Create an commercial advertising -Write script for a political ad -Direct the ad -Edit and produce final version of the ad

**Besant Hill Student Council,**  
**President** 2014-2015  
**Ojai, California**

-Host open councils between faculties and students  
-Organize whole school outdoor barbecue event  
-Lead e-board members to serve student body by creating student advising groups

## Activities

**String Quartet,**  
**Cellist** 2015-2016  
**Syracuse University**

**Advanced Instrumental band,**  
**Cellist** 2012-2015  
**Ojai, CA**