

**Yike HU** (Female, D.O.B.: 17/04/2000)

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## **Educational Background**

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### **Shanghai Normal University, 09/2018-06/2022**

- College of Business
- **Major:** Sino-French Cooperation in Advertising (Sino-French Cooperative Programme in Advertising)
- **Degree:** Bachelor of Arts
- **Courses:** Advertising Copywriting, Psychology of Advertising, Analysis of European and American Advertising, Luxury Marketing, Sketching, Graphic and Color composition, Photography, French

### **Goldsmiths, University of London, 10/2022-9/2024**

- Department of Computing
- **Major:** MFA Computational Arts
- **Courses:** Creative Coding, AR, Audio-Visual, Physical Installations with Arduino

## **Internship Experience**

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### **PwC, 01/2022-03/2022, branding team**

- Help the company to maintain the brand image, use communication to promote the development of the company
- Web banner design, social platform publicity design, designer support work
- Assist in shooting company promotional videos and company promotional posters
- Assist in formulating the company's social media strategy, creative content, etc

### **MCM, 12/2020-03/2021, training team**

- Assisted the department leader in conducting the analysis of competitive products and the fashion trend as well as launching new releases
- Participated in the KOC (Key Opinion Consumer) plan on social medias
- Joined in the live stream of new releases

### **Shanghai National Exhibition Center, 12/2020-03/2021, media team**

- Assisted in the new media operation work for Shanghai musical instrument exhibition project team
- Composed original articles which were posted via the official account

### **Publicis Groupe - Saatchi&Saatchi, 01/2020-03/2020, Account Executive**

- Participate in the project of Siemens and contributed to the marketing analysis
- Tracked HERSHEY'S kisses of Valentine's Day plan and carried out marketing analysis

## **Extracurricular Activity**

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- **Disney Special Running Activity** - *Photographer*
- **Student Union at Shanghai Normal University** - *Leader of Sports Department*
- **Campus Tour for Visiting Students from the United States** - *Volunteer*
- **Shanghai History Museum Uduk Award Ceremony** - *Volunteer*
- **High School Volunteer Team Leader**

## **Awards and Honors**

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- **Scholarship** of Shanghai Normal University, 09/2021
- **Excellence Award** of under Graphic Category (Shanghai) of National Student Advertising Competition, 04/2021-07/2021
- **Finalist Award** of the Copywriting for RIO (a Cocktail Brand) during the Chinese University Students Advertising Festival, 05/2020-08/2020
- **Excellence Award** of *Chando* (a cosmetics brand) Planning of National Student Advertising Competition, 01/2020-06/2020
- **Third Prize** of *Chando* Graphic Design (Shanghai) of National Student Advertising Competition, 01/2020-06/2020
- **Winner** of Excellent Officer of the Student Council of the Youth League in the Academic Year of 2018-2019

## **Language & Skills**

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- **Languages:** IELTS (7.0), CET 4, CET 6, Mandarin, French, JavaScript
- **Skills:** Illustration, Photo/Video Editing, Photography, Crochet, Wood working, Social Media Management
- **Software:** Adobe (Photoshop, Illustrator, InDesign, Premier, After Effect, Lightroom), p5.js, AI painting, TouchDesigner, MaxMsp, Arduino