

# Ada Yu Feng

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## OBJECTIVE

To seek a summer internship in the media industry or related position where I can contribute my communication skills and executive ability as well as my international perspective.

## EDUCATION

**Master of Arts in Mass Communication** August 2011 - May 2013

University of Florida, Gainesville, FL

Specialized in Telecommunication, College of Journalism and Communication

**Bachelor of Arts in Journalism** September 2006 - July 2010

East China Normal University, Shanghai, China

Graduation Thesis: *Niche Groups of Interest in Web Era: Examples from MCC, a Website for Chinese Youth Culture*;  
Graded as excellent

Won the First-class Scholarship for Honor Students for 3 times ( $\leq 5\%$ )

## EXPERIENCE

**Account Executive**, M&C Saatchi Advertising (Shanghai) Ltd. (Member of 4A) April 2011 - July 2011

- Contacted and built harmonious relationships with international group accounts (e.g. Brand's, Lenovo, Yakult, and Almond Board of California); accumulated specialized ads experience in food and electronic industry
- Performed daily responsibilities of a qualified AE in 4A agency, e.g. coordinating with clients, Proposal presentation, writing reports and briefs, designing PowerPoint, making schedules etc.
- Executed various big campaigns into practice, e.g. Brand's Quality Campaign, Lenovo MIDH Communication Plan
- Participated in strategic communication planning for various brands and products
- Multitasked effectively to meet deadlines under high pressure

**VIP Hospitality Staff**, Italy Pavilion, World Expo 2010 Shanghai China May 2010 - October 2010

- Performed daily reception and tour guiding for VIPs (governments officers, business elites & celebrities etc.)
- Assisted in the organizing and PR planning for various events (celebrations, conferences, concerts and fashion shows), E.g. Italian president's visit, *Tan Dun: Martial Arts Trilogy* orchestral concert, National Pavilion's Day's Celebration
- Worked well under multi-cultural and high-stress environment

**TV Director & Producer Intern**, *New Taste*, Channel Young TV, Shanghai, China September 2009 - October 2009

- Participated in the entire TV production process (planning, copywriting, shooting, directing, cutting & producing)
- Finished one episode of the TV program independently (practiced from planning into final broadcasting all by myself)

**TV News Editor Intern**, SMG (Shanghai Media Group, Inc.), Shanghai, China July 2008 - August 2008

- Mastered the whole production process of national TV news from gathering, editing, producing to broadcasting
- Gathered and edited TV news for the live broadcasting of Beijing 2008 Olympics Games
- Filed the 13-day live series of Wenchuan Earthquake Focus Reporting into catalog

**Journalist Intern**, *Youth Daily*, Shanghai, China July 2008 - August 2008

- Investigated and covered various social news and clues independently
- 9 news reports published, specialized in disclosing social problems and helping the disadvantaged groups in China

## ACTIVITIES

**Volunteer**, 2007 Special Olympics World Summer Games July 2007 - October 2007

- Performed in the opening ceremony after 3 months' planning and preparation

**President**, The Music Association, East China Normal University September 2007 - August 2008

- Ran and managed the business of the association (>100 members); won the honor of Four-star Association
- Directed large, popular events on campus, e.g. The Yinxia Cup Sino-foreign Song Contest

## SKILLS

**Computer**: Adobe Premiere Pro (Proficient), Adobe Photoshop and MS Office (Frequently using)

**Language**: Mandarin (Native speaking), Shanghai dialect (Fluent)