

Resume

Yue Shi (Rebekah)

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EDUCATION

- 2016.02- now **University of Melbourne**
Degree/Major: Master / Global Media Communication
- 2011.09 - 2015.06 **Shanghai International Study University**, China
Degree/Major: Bachelor / Korean(English)
- 2013.09 – 2013.12 **Chonnam National University**, South Korea
Korean Language and Literature
- 2013.07 -2013.08 **University of British Columbia**, Canada
Vancouver Summer International Business Program

INTERNSHIP EXPERIENCE

➤ **MSL GROUP**

- On-site support for the Tree Lighting Ceremony of The Peninsula Shanghai. Made contact with media and followed up with the news releasing.
- Drafted and wrote media release for visitmelbourne about Australian Open.
- Did Monthly Clipping Report for The Peninsula Hotels, including key messages summary and social media clipping collecting
- Collected information for the social media promotion for visitmelbourne .
- Daily media contact for news release and relationship maintenance.

➤ **2015.09-2015.10 Zeiss China**

- Supported and attended the Grand Opening of Zeiss China 2015 and Zeiss Family Day
- Draft both English and Chinese newsletters for Zeiss internal communication
- Collected and translated Zeiss related daily news

➤ **2014.09-2015.05 Citigate Dewe Rogerson**

- Drafted newsletters for clients, performed English and Chinese translations and interpretations on a daily basis
- *Bank of Communications (BCM) Case*: assisted with network media monitoring reports for BCM, compiled summary of customer complaints and feedback from Weibo and various online forums; collected and classified media newsletters and reports on BCM
- *Standard Chartered (SC) Bank Case*: completed paperwork for the weekly reports of SC
- *Development Bureau of Ontario Province Case*: studied recent economic cooperation and cultural exchanges between Canada and China, did literary research, wrote news report samples, communicated with clients in English

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- **2014.03-2014.12, Campus Channel, SinaWeibo**
 - Responsible for campus Weibo daily operation and new posts of campus channel, increased fan numbers, improved brand influence of SinaWeibo
 - Participated in offline channel meetings of the district, provided large screen media support for campus activities
 - Engaged in daily work of the channel, assisted in information collection
 - Organized “one campus, one taste” Weibo campaign, promoted through Weibo

- **2014.07-2014.08, Publicity Dept., the Voice of Dream Culture & Media (Shanghai) Limited Co.Ltd**
 - Responsible for the operation and update of company’s official Wechat account
 - Wrote publicity articles, edited pictures with Photoshop, released up-to-date news
 - Organized and assisted with company’s artists’ public events, published relevant newsletters

- **2014.01-2014.06, Dragon TV Planning Dept., Shanghai Media Group**
 - Collected, translated, and analyzed American, European and Korean TV programs
 - Provided assistance in the import of foreign TV programs, analyzed programs’ characteristics, and created adaptation plans for generating a larger local audience.
 - Participated in program exchange salon and lectures, kept records of meetings
 - Did supporting work for Shanghai Television Festival, learned the operation of TV festival

PART-TIME WORK EXPERIENCE:

- **2013.01-2013.02 Shanghai Changfeng Ocean Park
Tour Guide**

Explained related aquatic animals’ knowledge, kept tourists in order during holiday peak.

- **2015.07-2015.08 New Oriental Education & Technology Group
Assistant Tutor**

Made Contact among students, teachers and parents, did assignment tutoring.