

KE YIN

CONTACT

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EDUCATION

- University of Wisconsin – Madison
- *School of Journalism and Mass Communication*
- GPA: 3.56/4.00
- Major: History and Journalism

SKILLS

- **Languages:**
 - English*
 - Chinese*
 - German – Professional working proficiency*
- **Computing Skills:**
 - HTML/CSS/CSS3*
 - JavaScript*
 - jQuery*
 - Adobe CC*
 - WordPress*
 - iMovie*
 - One Choice Data Office*
- **Strategic Communication and Branding Skills:**
 - Social Media*
 - Event Development*
 - New Product Launch*
 - Development of Training Materials*
 - Focus Group Research*
 - Copyediting*
 - Proofreading*
 - Training Materials - Development*

PROFESSIONAL EXPERIENCE

Classroom One MOOC

Remote Instructor

Guangzhou, China

May 2017 – Present

- Write English grammar lesson plan in accordance with massive students' needs
- Provide interactive online learning experiences weekly to more than 200 students
- Write weekly blog posts with variety of themes including interviews, career advice, American culture, learning tips, as well as current social issues

UW-MADISON Information Technology Department

Student Technology/Software Trainer

Madison, WI

March 2015 – January 2017

- Wrote software training instructional manual in accordance with professor's needs
- Provided interactive software learning experiences to classes for 10 or more students
- Provided personal software training and customize the training for students' needs
- Wrote essays related to American culture to update the company's social media account

Guigudi Inc.

Operation Director

Beijing, China

June 2015 – August 2016

- Researched and produced weekly content for company's social media accounts and successfully gained more than three thousand followers with 20k view for each blog post
- Operated a team of 3 interns to produce daily contents for company's app accounts and gave interns professional communication training
- Interviewed clients for feedback and first-hand reactions
- Created and oversaw user guideline for app's community, both online and offline
- Conducted market research, gathered information, and negotiated contracts prior to closing any deals for users' offline parties
- Planned, designed, and produced monthly events while successfully managing all project delivery elements within time limits

Nanson.inc

Administration Assistance Intern

Hangzhou, China

June 2014 – August 2014

- Researched the top 150 American universities and build a database to provide application information to potential clients
- Edited client application essays for both undergraduate and graduate programs and translate recommendation letters into English to assist them in the application process
- Presented American education culture once a week via PowerPoint to inform colleagues of relevant information
- Assisted in the development of advertising brochures and managed outreach email campaign to potential admissions recruiters from the U.S. institutions to client base

FURTHER EDUCATION EXPERIENCE

Startup institute

Student (Web Design)

Boston, MA

April 2017 - Present

- Coursework: HTML, CSS, CSS3, JavaScript, and jQuery
- Understand JavaScript architecture and how to maintain dynamic websites through JS
- Best practices and techniques for responsive design
- Conducting user research and testing
- Effective portfolio presentation

Writing for the Web (WriteWeb)

Student

Online, Open2Study

May 2017 – Jun 2017

- Use the best approach to structure a web page-
- Create a content strategy and style guide to boost SEO/SEM
- Use keywords, links, headings, and links