



- [Mengyao Wang](#)
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Experience

Account Executive Intern

westOeast

Dec 2021 - Present

Toronto, Canada

- Pitched content of creative briefs and organized references of campaign implementation
- Edited clients' public press on WeChat in terms of visual designs, UIUX, copywriting and proofreading
- Translated documents and reports associated with cross-cultural communication

Asst. Culture Digital Editor

The Daily Orange

May 2021 - Dec 2021

Syracuse, NY

- Pitched headlines, captions, and in-story graphics for soon-to-post articles in the culture column on Twitter, Facebook and Instagram
- Monitored SEO efforts and managed Facebook & Instagram publishing tools

Project Program Coordinator & Editor

Progressive Expert Consulting, Inc.

May 2020 - Dec 2021

Syracuse, NY

- Worked on the webpages production of the Rock Academy.
- Conducted skill-oriented programs such as public speaking, slangs which aided international students in deeply exploring American culture.

Marketing Intern

New Oriental Education & Technology Group

June 2020 - July 2020

Shanghai, China

- Analyzed the company's marketing trend and explored its capability by means of education, tutoring, international tourism, etc.
- Precisely conducted the insight analysis of the demand that Chinese international students require as an outsourcing work.

Marketing Intern

Ogilvy, Inc

May 2020 - June 2020

Beijing, China

- Analyzed European (Turkish & Russian mainly) market of wearable devices.
- Conducted strategic market plans and proposals for advertisements of smartwatches.

Student Mentor

University of International Business and Economics

Sep 2019 - Sep 2020

Beijing, China

- Guided students from Syracuse University who planned to attend the UIBE summer session.
- Conducted information sessions for incoming mentees.

Education

S.I. Newhouse School of Public Communications

Syracuse University

Dec 2022

Syracuse, NY

- Public Relations - BS · GPA: 3.81 · Minor: Communication & Rhetorical Studies
- Public Relations Student Society of America Affinity Groups
- The Public Relations Department Chair Award for Leadership; Dean's List(2019-2022)
- Third prize of the Pan Global Challenge -breaking language barrier program held by Blackstone Launchpad.
- the head of the publicity department and editor in SUICCEA (Syracuse University International Chinese Culture Exchange Association) managed the WeChat official account with over 700 followers.

Skills

- Chinese(Native), French(basic), Korean(basic); AP style writing
- Adobe Creative: Express, XD, Premiere Pro, Photoshop, Illustrator, InDesign; Figma
- Microsoft Office, Outlook, Google Suite, Advanced Google Analytics(certified)