

Yuyue Qin

yuyq086@gmail.com

0435648010

www.linkedin.com/in/yuyqin0806

CAREER OBJECTIVE

Resourceful and proactive media communication graduate from the University of Melbourne with extensive practical experience in advertising campaign planning and execution. Skilled in leveraging advanced data analysis and multimedia production to drive strategic success and audience engagement. Eager to apply expertise in media management, visual storytelling, and market strategy development in a challenging environment to foster innovative media solutions and contribute significantly to growth and objectives of a forward-thinking organization

EDUCATION

Feb 2023 - Nov 2024

Master of Global Media Communication

The University of Melbourne

- Relevant course work: Public Relations and Communications; Digital Politics; Audiovisual Communication; Writing for the Media; Creative Economy, Policy, and Power

Sep 2018 - Jun 2022

Bachelor of Advertising

University of Shanghai for Science and Technology

- GPA: 85/100

EXPERIENCE

Aug 2021 - Dec 2021

Planning intern

Publicis Groupe Starcom, Shanghai, China

- Performed in Harbin Beer's comprehensive advertising campaign on TV, social media, billboards and subways, surpassing strategic targets with a 20% increase in click-through and completion rates
- Drove development of Harbin Beer's winter campaign, innovating with a parcel locker ad concept was adopted and praised by senior management as a strategic growth driver
- Managed campaign schedules and deliverables with client teams, ensuring timely execution and exceeding expectations, achieving a 15% increase in delivery efficiency

Jul 2020 - Aug 2020

Visual department intern

Songjiang Integrated Media Centre, Shanghai, China

- Spearheaded production of short videos for daily news; refined editing techniques and analysed video data, securing engagement from audience of 30K+
- Coordinated creation and production of 'Beautiful Songjiang' feature, contributing to development of programme proposal, resulting in a viewer-ship of 1.079 million
- Collaborated with multiple departments to optimize content planning and production processes during transformation of Songjiang TV from traditional media to an online streaming platform

KEY SKILLS

- Microsoft Office Suite (Word, PowerPoint, and Excel), with advanced abilities in data analysis using Excel functions such as VLOOKUP
- Proficient in visual storytelling and video editing: Adobe Premiere Pro, Final Cut, and LumaFusion
- Experienced in social media management and analytics
- Teamwork and collaboration

