**SUN Bixuan**

**EDUCATION**

**University of Southern California,** Annenberg School for Communication and Journalism

*Master of Arts in Public Relations and Advertising Aug 2022-May 2024*

**Boston University,** College of Communication

*Bachelor of Science in Advertising Sep 2018-Aug 2022*

**RESEARCH EXPERIENCE**

**The Power of Personalized Advertising on Young Consumers: a Study in Redbook**  *Aug 2023-Dec 2023*

* Intended to investigate how personalized advertising influences user consumption behavior on Redbook’s Chinese social media platform and conducted a survey among 215 Chinese Gen Z Redbook users
* Provided empirical evidence the frequency of exposure to personalized advertising, social comparison, and the need for uniqueness positively impact users’ attitudes towards personalized advertising and moderate user consumption behavior
* Concluded privacy concerns were insignificant in accepting personalized advertising and the user's consumption behavior

**How Brands are Using Meme Marketing to Improve Engagement,** *Directed Research at USC Aug 2023-Dec 2023*

* Intended to research on how memes can assist brands in marketing
* Studied cases of meme marketing, such as Netflix and Zomato, and wrote investigation reports
* Read and organized relevant literature on meme culture
* Conducted a thorough search across academic databases, libraries, and reputable online sources for relevant literature, articles, and news reports
* Categorized and organized materials based on their topics, relevance, and importance systematically
* Performed a comprehensive SWOT analysis for the project and wrote a report

**PROFESSIONAL EXPERIENCE**

**Boston International Communication Company,** *Public Relations Intern**Dec 2022-Mar 2023*

* Participated in organizing the 2022 Miss International Fashion Tourism USA East Coast Finals in the Boston area
* Contributed to the photography team for the charity auction hosted by the UCA Community Foundation in the Los Angeles area

**United Nations Development Programme,** *Part-time Assistant* *Nov 2021-Jan 2022*

* Explored the structure and characteristics of the American education system
* Collected information on different universities and majors and analyzed key factors to consider when choosing a major
* Compared the similarities and differences in the education sector in each state and form an analysis report
* Completed a PowerPoint design and presentation on the theme of “self-regulated learning”
* Studied the positive effects of playing games on promoting student learning outcomes and finished a research report

**China Central Television (Cctv),** *“Originality Made” Assistant Producer, Intern May 2020-Aug 2020*

* Worked closely with the production team to coordinate program partnerships and government relations
* Reviewed partnership and funding agreements to track deliverables and ensure the matters were actioned
* Visited elected interviewees and docked with their designated representatives
* Maintained discipline on the site and accurately recorded details and data of each shot taken
* Proofread interview transcripts and contributed to post-editing

**LEADERSHIP AND VOLUNTEER EXPERIENCE**

**Foodnet,** *Co-founder and Minister of Marketing Department 2021-2022*

* Successfully established and operated the We-chat official account for Foodnet
* Contacted Daily Table in the Boston area and produced a short video to promote their concept of reducing food waste
* Planned and organized the "Glowing Night Walk" charity event for impoverished children in partnership with Tong Xin Yuan in Changzhou, China, which successfully attracted hundreds of attendees

**Boston University AdLab,** *Advertising Strategist Jan 2022-May 2022*

* Researched and analyzed data independently for Chelsea Recreational and Cultural Affairs Division
* Produced creative briefs and research reports to present to clients
* Conducted in-depth interviews with local citizens to gather their feedback and suggestions on the brand
* Contributed creative outputs to art design and copy during weekly brainstorming sessions.

**Boston University Global China Connection (BUGCC),** *Minister of Marketing Department 2019-2021*

* Managed BUGCC WeChat Subscription Account to obtain network flow by publishing articles every week
* Liaised with BUGCC sponsors and business partners to conduct follow-up promotional activities
* Organized BUGCC summits and Boston Vlog Contests
* Guided the new BUGCC E-board team to carry out multitudinous tasks

**ADDITIONAL INFORMATION**

* **Technical Skills:** Photoshop, Illustrator, InDesign, Canva, WordPress, SPSS, Orange 3, Microsoft Office Suite
* **Language fluency:** Mandarin (Native), English (Advanced), Japanese (Intermediate)