

Li-Ling (Lisa) Chen

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EDUCATION

TEMPLE UNIVERSITY, School of Media and Communication, Philadelphia, PA

Master of Science, Communication Management, GPA: 3.6

Graduation: May 20XX

NATIONAL TAIWAN NORMAL UNIVERSITY, School of Education, Taipei, Taiwan

Bachelor of Education, Education, GPA: 3.8

Graduation: June 20XX

- Study Abroad: Radford University, Radford, VA, Fall 20XX

EXPERIENCE

Temple University Career Center, Philadelphia, PA

August 20XX – May 20XX

Marketing Internship

- Cultivated relationships with students by promoting the Career Center services at career-related events, answering email inquiries and providing information to students through monthly newsletter.
- Collaborated with Office of International Affairs and three student organizations to launch two networking events and two soft-skills workshops for international students.
- Devised a student satisfaction survey using Survey Monkey and Google Form to measure marketing effectiveness of career fairs and workshops.

Temple University School of Podiatric Medicine, Philadelphia, PA

March 20XX – May 20XX

Communication Internship

- Collected and analyzed social media and website user data on topics of post preferences and interaction using Google Analytics and Excel to examine factors increasing website traffic.
- Created LinkedIn, Twitter, and Flickr accounts to connect with alumni to increase participation in school events. Managed social media accounts resulting in organic growth of 300 LinkedIn connections and 30 percent increase of Facebook engagement on a \$0 budget.
- Interacted face-to-face with attendees at health fairs to promote medical services to employees of Health Partners Inc. and Federal Reserve Bank of Philadelphia.
- Edited quarterly newsletter and distributed them through Garrison Publishing to over 4,000 alumni.

Tianmu Marketplace Development Association, Taipei, Taiwan

August 20XX – December 20XX

Event Planner

- Wrote event proposal and received \$10,000 funding from the Ministry of Culture of Taiwan government to implement a Halloween event, which attracted more than 8,000 attendees.
- Communicated face-to-face with seven sponsors every other week to discuss scope, budget, and progress of the event.
- Conferred with three staff at a chosen event site or sports stadium to coordinate details of event display.

ACTIVITIES

Public Relations Officer, Taiwanese Student Association

September 20XX – May 20XX

President, Women's Volleyball, Education Department

July 20XX – May 20XX

Volunteer, Education Service Team

March 20XX - October 20XX

Volunteer, New Taipei City Autism Association

July 20XX - August 20XX

SKILLS

Adobe Photoshop CS6, Google Analytics, Microsoft Office (Word, PowerPoint, Publisher, Excel), Facebook, Google Plus, LinkedIn, Twitter, Instagram, Pinterest, MailChimp, WordPress, Fluent in Chinese