

Education

Michigan State University, East Lansing, MI	<i>May 2014</i>
Master of Arts, Public Relations (GPA: 4.0)/ Received Richard E. Augenstein Public Relations Scholarship	
Soochow University, Taipei, Taiwan	<i>June 2010</i>
Bachelor of Arts, English Language and Literature/ Minor, Social Work (GPA: 3.88)	

Experiences

Public Relations Intern

Plan C Agency (PCA), Los Angeles, CA	<i>October 2014 ~ Current</i>
<ul style="list-style-type: none">• Track PCA social media post's reach and applied knowledge to future posts to maximize future reach• Prepare press releases, media alerts, blog posts and newsletter articles• Compile media lists for clients• Coordinate media related events	

Brand Management/ Public Relations Intern

King Media, East Lansing, MI	<i>May 2014 ~ September 2014</i>
<ul style="list-style-type: none">• Initiate public relations plan and brand standard guidelines for King Media; work closely with President to oversee the plan from draft until completion to increase brand awareness and brand equity• Brainstorm innovative marketing solutions and conduct in-depth marketing research for RFPs and proposals; collaborate closely with Senior Account Manager to ensure efficient delivery• Conceptualize business development strategies to identify business challenges and opportunities through external research to assist Senior Managers in expanding clientele base• Create and distribute effective news releases and pitches to targeted outreach through media list development, increasing external media relations activities	

Event Planning Assistant

Michigan Children's Trust Fund, Lansing, MI	<i>January 2014 ~ May 2014</i>
<ul style="list-style-type: none">• Coordinated the Children's Trust Fund's (CTF) third annual Children's Advocate Award artist search, developed persuasive pitches to collect donation artwork for the award, and mediated design concepts between CTF and artists - final award presentation was done by Michigan Governor Rick Snyder	

CEO and Executive Communications Intern

Royal Philips, Healthcare, Andover, MA	<i>May 2013 ~ December 2013</i>
<ul style="list-style-type: none">• Managed CEO internal social media contents in order to drive traffic and create positive employee relations• Standardized Philips-China Internet website design and translation to consist in International Philips Brand Standard Guidelines, helping to increase worldwide brand recognition and equity• Conducted cross-country internal media usage quantitative survey research, interviewed with 30 regional managers from five branches in China, and provided strategic communication solutions to effectively solve existing internal communication problems• Brainstormed an innovated storyboard idea for developing a one-minute animation to promote the American Heart Association (AHA) 2013 Boston Heart Walk event, bringing in nearly 800 of the 10,000 participating walkers	

Marketing Communication Assistant

Philips Taiwan, Healthcare Department, Taiwan	<i>July 2009 ~ September 2011</i>
<ul style="list-style-type: none">• Orchestrated Philips campaigns in more than ten international annual medical expos, launched international conferences, forums, and workshops by successfully demonstrating Philips Healthcare's newly launched medical devices which subsequently received international media coverage• Designed and managed print and electronic exhibition and campaign materials, coordinated with all vendors and independent contractors, as well as designed the Philips booth for presentation to international Chief Physicians and Hospital Board Members from all six continents• Researched media coverage and industry trends in order to optimize the external communication• Hosted external medical forums as well as the corporate and public sector year-end party with over 4,000 participants	

Skills

Languages: Chinese (native), English (fluent), Japanese (basic)

Social Media: Facebook, Twitter, LinkedIn, Google+, Pinterest, Snapchat, Youtube, Weibo, Wechat

Software: iMovie, Pages, Keynote, Microsoft office, SPSS, Microsoft system, MAC system, Open Office

Personal Website

<http://jenniferchiang0708.weebly.com> (writing samples and work designs are available)