

# Zhiyan (Hermione) Deng

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YouTube: <https://www.youtube.com/channel/UCrrXIHzV9rKDjmjZmzuMbVQ>

## Education

### Boston University

Bachelor of Science in Communication: Advertising Concentration

Bachelor in Economics

Boston, MA

May 2019

## Relevant Experience

### NetEase Games

*Project Manager (Concept art and UI/GUI)*

Guangzhou, China

December 2020-August, 2021

- Daily operation includes weekly/monthly meetings and delivering minutes of meetings to all stakeholders. Besides, day-to-day project process management, risk management, and being a coordinator in multiple sectors are also in my routine.
- Developed a more than 100 freelance concept artists database for developing game projects. Meanwhile, I managed more than 30 outsourcing suppliers by applying delicacy management methods to ensure efficiency and quality.
- Managed 10 game projects' GUI/UI sectors. I focused on working efficiency improvement and risk management in between sectors by setting up guidelines and tighter communication with CXD crew members.

### Shady Hill School

*Communication Intern*

Cambridge, MA

August 2019-July 2020

- Assisted and created 80% of school promotional materials including brochures, flyers and outdoor posters.
- Conducted market research and boosted school awareness in the Greater Boston area via social media by 30%.
- Produced more than 95% of school video content during pandemic that helped school to stay close with students, parents and alumni.

### You Care, We Care

*Social Media Strategist*

Boston, MA

July 2019-May 2020

- Established a social media strategy that drove traffic and follower growth by 30% on Facebook and Instagram.
- Covered 95% of the every other day social media posts that communicate with donors and potential donors.
- Participated in charity event planning and successfully obtained donations for all 25 kids who are in the Haiti program.

### Boston University Hillel

*Communication Intern*

Boston, MA

September 2018- December 2018

- Created content for Boston University Jewish Community Facebook page that has more than 2,500 followers.
- Researched and sought strategies for Hillel social media content to develop in diverse ways.

### AdLab Boston University

*Account Executive*

Boston, MA

January 2018-May 2018

- Led team of four in creating the first official website for Kelley Selleck, acupuncture clinic in Mattapoisett, MA.
- Facilitated creative team to designed a new in store brochure about Kelley Selleck's business.
- Organized meetings with Kelley Selleck and teammates and reported to client about the campaign process weekly.

### GIMC (GDAD)

*Account Planning Intern*

Guangzhou, China

June 2017-August 2017

- Planned China Mobile international data service promotion campaign for summer 2017.
- Published the China Mobile promotional campaign on major Chinese social media platforms, such as Wechat, Weibo.
- Designed an awareness creation campaign for new China Mobile streaming services -Migu on social media platforms.

### Fun-too Advertising

*Project Assistance Intern*

Guangzhou, China

May 2015-August 2015

- Introduced new concept of "10,000 walking steps per day" for INFINITUS, a Chinese health products giant, to public.
- Filmed charity video for Guangzhou Disabled Person's Federation and played in the public events held in Guangzhou.
- Hosted Yushu Travel Culture Festival to introduce tourism for Yushu Government to more than 3000 participants.

## Skills

Language Skills: Native in Mandarin, Cantonese. Fluent in English. Beginner level in Korean.

Computer Skills: Microsoft Offices, Photoshop, Illustrator, InDesign, iMovie, Final Cut, SPSS and Stata.

Certificates: Excel Skills for Business: Essentials. Programming for Everybody (Python)