

Benyu Chen

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EDUCATION

Emerson College

Boston, MA

B.S. in Marketing, *GPA: 3.7/4.0*

Sep 2016 - Present

- Honors: Dean's List (3 semesters), Pinnacle scholarship
- Relevant Coursework: [Cultural Economics], [Brands, Orgs & Strategies], [Statistics], [Fund of Speech Communication], [Understanding Consumers]

PROFESSIONAL EXPERIENCE

The WARC (Writing Center), Emerson College

Boston, MA

Peer Tutor of Statistics

Nov 2017 - Present

- Tutor 10+ students on Statistics by scheduling study hour and providing one-on-one sessions on test preparation, reading comprehension, study approaches and written assignments, prepare proper class material and guidance based on students' learning status and progress
- Successfully help tutees achieve better grades (on average 30% improvement) and receive extremely positive feedbacks from both tutees and Associate Director of WARC

Kyle Studio

Boston, MA

Founder & Producer

Dec 2016 - Present

- Founded Kyle Studio, a delicate filming agency with the vision to link small business/non-profit organization with individual artists, to consolidate artist resources and elevate clients' marketing performance
- Recruit and lead a team of 6 talented student artists from Emerson College and U-Mass, initiate and facilitate internal and external trainings to professionalize the team
- Directly lead studio's business development by actively reaching out to companies and associations in Greater Boston area and provide services around advertising, creative campaign and short film making; Successfully launched an advertising video to promote the new Chinese student association of Boston University which reached 10,000 audience

Shanghai High School Music Union

Shanghai, China

Founder

Feb 2014 - Aug 2016

- United 15 high schools in Shanghai to establish the city level union, built the union infrastructure, and successfully attained continuous funding from related corporations and society to sustain the organization's operation
- Co-hosted annual music festival (3000 audience, one was at the Mercedes-Benz center of Shanghai), directly in charge of public relations and sponsorship management (achieved external sponsorship of RMB 60,000), city level promotion campaigns and show coordination, got reported by local medias including Channel Young and Shanghai Education Television Station

ACTIVITIES

Shanghai Gezhi High School Graduation Ceremony

Shanghai, China

Director

May 2016 - June 2016

- Established a graduation ceremony planning group of 16 members, directly led project management and operations; Co-designed 8 shows for the graduation ceremony and coordinated show selection, weekly training and rehearsal
- Produced and starred a short movie on graduation farewell, which got published on school website and received 2000 hits in one hour
- Received special thanks from the school headmaster and the secretary of the event committee

Marketing Communication, Project of Skittles

Boston, MA

Team Leader

Mar 2017 - May 2017

- Led a team of 6 students to accomplish a school competition project, in supervision of content producing, daily operations and final presentation
- Selected *Skittles* as final topic, in charge of end to end producing, including writing the script, voiceover, photographing, special effect and video editing
- Shot the Advertisement in Stop-Motion style, received excellent feedbacks from audience and professors and won the marketing plan competition

SKILLS AND INTERESTS

- Computer Skills: proficient with Office Suite, After Effect, Photoshop, Lightroom, Final Cut
- Language Skills: Mandarin (native), English (fluent)
- Interests: photography, video editing, electronic guitar, electronic sports