

Wuqu Cao

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EDUCATION

Boston University, College of Communication

Master of Science, Public Relations

Boston, MA

May 2019

Soochow University, School of Politics and Public Administration

Bachelor of Science, Public Administration

Suzhou, China

Jun 2017

RELEVANT EXPERIENCE

USWOO

Boston, MA

Graphic Designer

Jan 2019 – Apr 2019

- Produced marketing programs including logos, brochures, infographics, and posters to help the real estate company establish its niche market strategy
- Assisted senior communication managers with conceptualizing and initiating marketing practices aimed at increasing brand influence
- Updated and optimized internal databases of designs, images, and videos

AdLab, Boston University

Boston, MA

Art Director

Sep 2018 – Dec 2018

- Created content for Ipswich Ale Brewery's social media channels (Facebook, Instagram)
- Oversaw subject matter decisions, storyboarding, and interview acquisition in pre-production of Ipswich Ale Brewery's first promotional video

Ingersoll Rand

Shanghai, China

Marketing Department Intern

May 2018 – Jul 2018

- Promoted the ARO division by coordinating display of products to ensure brand consistency at international trade shows
- Operated Ingersoll Rand ARO's WeChat social media account. Created content for newsletters, promotional materials, and product descriptions and increased followers by 15%
- Wrote feature-length articles covering new products, technology, and current events

PRLab, Boston University

Boston, MA

Account Executive

Feb 2018 – May 2018

- Managed client [bitsandflow], a Boston-based art non-profit, as a member of the world's first student-run PR agency
- Analyzed regional data and formulated promotional plans for [bitsandflow] to better reach its target audience
- Performed website analysis to enhance its visual appeal and improve content relevance
- Secured traditional media placement in the Boston area

Atelier Qiaomai, Elite Bookstore

Suzhou, China

Marketing Department Intern

Sep 2015 – Oct 2015

- Identified the necessity for an online customer database and gathered collections of data
- Recruited, interviewed and placed applicants for volunteer work to engage a community of supporters
- Identified areas to improve by designing a Customer Satisfaction Survey and tracking Atelier's Net Promoter Score

ADDITIONAL EXPERIENCE

National University Student Innovation Program

Suzhou, China

Team Member, Architectural Space Design of Relocation Arrangement Communities: A Case

Nov 2014 – Jun 2017

Study of Guanzhuangqian Garden and Songze Garden Residential Communities

- Coordinated project team members, monitored process and organized regular discussion sessions
- Awarded grant of ¥ 20,000 from National University Student Innovation Program
- Published in Chinese national journal *The Fortune Times*

Global Community Development Program

Almaty, Kazakhstan

Teaching Fellow & Volunteer Coordinator, Art of Environment Program

Jul 2015 – Aug 2015

- Developed environmental courses on global climate governance to enrich the curriculum of KIMEP university
- Guided students to work on environment-related art projects and organized exhibitions

SKILLS

- **Language:** Fluent in spoken and written English; Native speaker of Mandarin; and basic German
- **Software:** Photoshop, Illustrator, Prezi, SPSS, Hootsuite (Certificate), XMind, Google Analytics