

Hanyi Xu

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EDUCATION

Columbia University, Graduate School of Arts and Sciences August 2024 – December 2025
Master of Arts, Quantitative Methods in the Social Sciences

Syracuse University, S.I. Newhouse School of Public Communications August 2020 – May 2024
Bachelor of Science, Advertising
Cum Laude

WORK EXPERIENCE

BlueFocus Communication Group | Shanghai, China June 2024 - August 2024
Account Executive Intern, Sony Camera Promotion Campaign

- Collaborated with the Project Manager to implement project plans, coordinate various workflows, and oversee overall project timelines for Sony new camera promotions on the RED (Xiaohongshu) and Bilibili platform.
- Ensured timely and accurate follow-up on client feedback and requests, communicated client feedback internally, expedited the creation of promotional articles, and monitored traffic on the RED and Bilibili platform.
- Contributed to the writing of communication plans for July and August campaign with the project lead.
- Managed internal project-related procedures, including project initiation, completion, and contract applications.

Boathouse Group. Inc | Waltham, MA June 2023 - August 2023
Advertising Intern, Story District Promotion Campaign

- Collaborated with a team of five to conduct a comprehensive media optimization for a client; responsible for data analysis, utilizing data from social media, websites, media analysis tools, and databases to assess the client's current situation, competitors, and optimal channels for content distribution.
- Designed a content calendar for the client's media team, developed key performance indicators (KPIs), and provided data-driven recommendations to improve their public relations efforts based on analysis of sources.
- Presented a media plan that was selected by the client among 3 competing groups, demonstrating strong analytical skills in leveraging data insights to deliver advertising strategies and communicate recommendations.

PROJECT EXPERIENCE

Meaningful Math Research Group, Syracuse University | Syracuse, NY April 2023 – August 2024
Undergraduate Research Assistant

- Conducted a comprehensive study investigating the effects of social justice themes on the critical thinking, identity formation, and academic engagement of undergraduate students in precalculus.
- Utilized both qualitative and quantitative research methods, including in-depth interviews and surveys, to collect and analyze data from 58 students at a predominantly white institution.
- Employed statistical techniques to analyze survey data and gather insights for research paper.
- Attended conferences for research showcase and innovation, including the Syracuse University SOURCE Fall Research Expo, D.E.I.A. Symposium, 18th ACC Meeting of Minds Conference, and 2024 PME-NA Conference.

Orange Television Network | Syracuse, NY May 2023 - May 2024
Editor & Post-Production Associate, Associate Producer of *Psych v. Star*

- Utilized Adobe Premiere for editing broadcast content, promotional materials, and event videos for the Newhouse School's official channel and *Psych vs. Star*.
- Led camera and lighting teams as Director of Photography for *Psych vs. Star*, coordinating on-scene shooting to capture compelling visuals under varied conditions.
- Served as Associate Producer, guiding the show's creative direction through post-production.
- Spearheaded collaborative efforts with the production team to develop content strategies, manage post-production processes, and publish polished episodes, significantly increasing digital engagement.

SKILLS

Office Tools: Excel (certified in 2022), PowerPoint, Word, Pages, Numbers, Keynote, Google Suits, Canva, Miro

Editing & Photography: Proficient in Adobe Premiere, Photoshop, and Lightroom. Proficient in using professional camera equipment, such as Canon C70, R6, and Sony A7S3.

Data Analytics: Python, R, GWI Database, MRI Simmons, Nielsen Commspoint, MAXQDA