

YUXUAN DU

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EDUCATION

Syracuse University | Syracuse, NY

B.S. in Advertising, S.I. Newhouse School of Public Communications; B.A. in Psychology, College of Arts and Sciences | Expected May 2027

GPA: 3.8/4.0 | Dean's List

EXPERIENCE

Sense of Agency, LLC | New York, NY

Marketing Intern | September 2026 - Present

- Support a fractional-CMO brand strategy studio across multiple client accounts, including EMPI DREAM (AI sleep and wellness app) and LEP Education Group, coordinating deliverables with the founder and paid media lead through Asana and Slack.
- Own the monthly public social performance summary across client brand profiles, delivering consolidated metrics ahead of each reporting cycle for the agency's full client report.
- Conduct competitor advertising scans and produce trend and audio briefs informing creative direction for client short-form content.
- Build and screen creator shortlists for influencer partnerships, evaluating brand fit, audience composition, and content style.

NetEase Games - A Chinese Ghost Story Mobile Game Project | Hangzhou, China

Brand Partnership, Offline Activation & Livestream Engagement Intern | May 2026 - August 2026

- Coordinated player-facing activation workstreams for the A Chinese Ghost Story x Nayuki Tea collaboration and CICAFA, connecting photo-booth planning, IP merchandise, onsite check-ins, and UGC-friendly fan moments.
- Reviewed IP merchandise concepts including umbrellas, tote bags, and tissue-box packaging; umbrella inventory sold out within the first 30 minutes of opening each day.
- Developed a gamified celebrity livestream segment with Zhang He around 60 cosmetic/item draws and the 80-draw reward threshold, turning reward-pool promotion into an interactive audience storyline.
- Tracked social and player response across campaign moments that generated 300K+ total social likes, one 150K+ like Douyin post, and 1,000+ livestream-related comments.

WeMedia Lab, Syracuse University | Syracuse, NY

Editor & Social Media Lead | May 2024 - Present

- Produced and published 10 campus-focused posts across WeChat Official Account and RED/Xiaohongshu, contributing across trend research, content ideation, copywriting, visual development, publishing, and audience engagement.
- Created the account's highest-performing post, generating approximately 8,000 likes, 10,000 views, and 4,000 comments by adapting a timely entertainment or campus-cultural trend for Syracuse University audiences.
- Supported end-to-end social content operations for an audience of approximately 590 followers, reviewing performance signals and community responses to inform future topics and creative direction.

ACG Merchandise & Community Sales - Independent Project | Online

Founder / Operator | 2023 - Present

- Launched a one-week fan-commerce project to resolve urgent inventory needs, managing pricing, promotion, buyer communication, Excel tracking, packaging, fulfillment, and after-sales support.
- Built and managed a 20-30 person private buyer group while promoting products through fan-based social channels and Xianyu.
- Generated approximately RMB 7,000 in solo sales within one week and received positive customer feedback through completed Xianyu transactions.
- Grew a personal Douyin short-video account covering cosplay and gaming to 270K+ total likes and 393 followers without paid promotion.

Anhui Television / Anhui Broadcasting Corporation | Anhui, China

Spring Festival Gala Planning Assistant Intern | December 2025 - February 2026

- Researched sponsor and product-integration opportunities for Anhui-based brands including Chery Automobile, helping the planning team compare launch angles, placement ideas, and culture-first proposal materials.
- Synthesized cultural tourism and heritage-craft storylines around handmade dough figurines, rice-wine brewing, artisan craftsmanship, and regional pride for gala planning discussions.
- Supported guest, host, collaborator, and segment research while considering audience trust, public-opinion risk, and culture-first storytelling.

SKILLS

Microsoft Excel, PowerPoint, Adobe Photoshop, InDesign, Premiere Pro, AI-assisted visual ideation, Instagram, TikTok, YouTube, WeChat, Weibo, RED/Xiaohongshu, Campaign Activation, UGC Strategy, Community Engagement, Copywriting, Trend Research, Content Strategy, Social Media Marketing, Social Media Analytics