

EDUCATION

M.M. summa cum laude Music Production Technology, 2016 Berklee College of Music, Spain (cumulative gpa 3.9)

M.A. Media Management, 2011 The New School for Public Engagement, New York (cumulative gpa 3.8)

B.A. cum laude Music, 2005 UCLA University of California, Los Angeles (cumulative gpa 3.8)

SPECIAL SKILLS

LANGUAGES: Native English and Chinese Mandarin; Conversational: Spanish, French, Japanese and Cantonese.

MUSIC: Piano 20 yrs., Voice 10 yrs., Trumpet 7 yrs., Baritone 5 yrs., Conducting 4 yrs., Drums 2 yrs., Cello 1 yr., Bass 1yr.

TECHNOLOGY Microsoft Office, Social Media, Digital Marketing, Ear/Teleprompter, Protools, Ableton, Resolume, InDesign, Final Cut Maker Pro, MaxMsp, Swift, Sculpttris, Sketchup, Photoshop, Illustrator, Type 75 wpm.

WORK EXPERIENCES

Independent Creative Consultant (Present) Virtual

- Eyes and ears for entities at the intersection of art content consumption in digital platforms
- Create and curate content, draft, design and execute art , music and technology
- Implement audio and visual installations using MAX/MSP, Ableton, Resolume
- Sound design, produce, audio engineer, write, arrange and perform for various music genres
- Expedite photo shoots, project management, proactively initiate cross cultural collaborations

Berklee College of Music Production Coordinator and Graduate Assistant ('15-'16) Valencia, Spain

- Pitched, launched and maintained social media account(s) for Berklee MPTI
- Coordinated two technically intricate shows in music and multimedia in the Palau de les Arts
- Facilitated and liaised with multi departments across campus with full time staff and students

SAG-AFTRA Voice Artist (2014-Present) Los Angeles, CA, USA

- Write, edit, craft, narrate verbiage for promo spots, commercials, advertising content
- Art direct on shoots (editorial, online digital platforms and grassroots marketing)
- Guide performance delivery on sets, wardrobe, casting, creative and design thinking

Han-Lin Technology Executive Director ('10-'14) Taipei, Taiwan

- Website management, including content creation, new business development, marketing
- Sales, operations and traffic - from strategy to day to day operations, talent, recruitment

Alloy Media+Marketing Account Manager ('09-'10) Los Angeles, CA, USA

- Digital Media producer, Account Executive and planner capacity, RFP, decks, deliverables
- Account managed, traffic optimization, execute campaigns across 100+ digital networks

Warner Brothers Digital Sales Planner ('08-'09) Burbank, CA, USA

- Worked in AE capacity to sell WB properties, create marketing campaigns w/ customizations
- Managed largest account by 2nd week into the job

Time Warner Cable National Sales Planner ('06-'08) Los Angeles, CA, USA

- Created sales pitches, marketing presentations, promo ops, TV buys/budgets, new business
- Unprecedented promotion within 6 months of the job

UCLA Music Partnership Program Instructor ('01-05) Westwood, CA

- Mezzo Soprano for music ensembles taught piano, voice and trumpet for Boys and Girls Club

AWARDS AND HONORS

*Berklee College of Music Summa Cum Laude Graduate with Highest Honors and Deans Honor List

*UCLA Chancellor's Service Award: Selected out of 6000 for making a positive difference at UCLA and the local community through extraordinary commitment and leadership.

*UCLA "Woman For Change" Leadership Award: Student selected out of 25,715 students for outstanding contribution to UCLA and enhancing the visibility and status of women.

*UCLA Distinguished Service Award: Presented for excellent and selfless involvement in the Honors.

*President, Phi Eta Sigma National Honor Society Increased membership by 97%; lead weekly meetings, raised \$10,000 in local scholarships, organized first-ever Honors Fair and Ethics Panel.

*President, Alpha Lambda Delta National Honor Society Increased membership by 76%; planned quarterly service and academic events; won "Order of the Torch" National Award for most active chapter in the US.