

Yushan(Alice) Chen

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EDUCATION

Georgetown University

M.A. in CCT- Communication, Culture and Technology

- GPA: 3.8/4.0

Washington, D.C.

Aug 2023 - Aug 2025

California State University, Long Beach

B.S. in Business Administration

- Graduated Magna Cum Laude, GPA: 3.8/4.0
- Member, National Society of Collegiate Scholars (NSCS)

Long Beach, CA

Aug 2018 - Aug 2021

WORK EXPERIENCE

YK Law LLP

Marketing & Communication Coordinator

- Managed firm-wide communication initiatives and bilingual marketing materials for business development.
- Coordinated schedules, vendor contracts, and budget tracking for ongoing campaigns and events.
- Created visual content and social media copy, strengthening brand consistency across U.S. and China offices.

Los Angeles, CA

Oct 2025-Present

Blue Focus

PR Intern, Automobile Group

- Coordinated a brand engagement campaign for Jetta during UEFA Euro, managing venue setup, influencer collaboration, and on-site media coverage.
- Collaborated with design, product, and retail teams to produce promotional materials.
- Conducted competitor analysis and developed internal communication strategies for new product pre-launch.
- Assisted in marketing data tracking and post-event reporting to evaluate brand impact.

Beijing, China

Jun 2024-Aug 2024

Hylink

Public Relations Account Executive

- Coordinated large-scale sports event communications for the 2022 Asian Games, managing content archives and marketing documentation across 56 venues and multiple stakeholders.
- Developed standardized workflows for the official venue documentation system, covering content review, tagging, and submission across communication guidelines and multimedia repositories (photo/video/written materials).
- Executed pre-event media briefings and press coordination.
- Edited and finalized the Beijing 2022 Winter Olympic promotion film “Dual Olympic City,” which received the China Content Marketing Award.

Beijing, China

Nov 2022-Aug 2023

Susallwave Digital Technology

Marketing Specialist

- Tracked ESG data and client engagement for FIN-ESG model projects.
- Organized seminars on ESG investment and maintained key customer relationships.
- Supported the company’s membership engagement with the China Association for Public Companies and the China Chamber of Commerce for Import and Export of Machinery and Electronic Products (total 3,000+ member enterprises).

Shenzhen, China

Jun 2022-Nov 2022

Yingke Law Firm

Intern, Global Affairs Department

- Translated and edited legal materials for bilingual publications.
- Assisted in coordination with partner firms in the Yingke Global Legal Service Network.
- Assisted in Preparing partner participation materials for UN and B20 Task Force meetings, including speech drafting and discussion logistics.

Beijing, China

Jun 2021-May 2022

SKILLS AND INTERESTS

- Visual Design Tools: Adobe Creative Suite, Figma, Canva, Meta Spark Studio, Unity 3D
- Project Coordination: Event Planning, Asana, Meltwater, DAM, Timeline & Deliverable Tracking
- Languages: English(fluent), Chinese(native)
- Interests: Snowboarding, Road trips, Video editing, Rubik’s Cube