

# Amy Magee

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## Education

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**Master of Global Business Communications** June 2023

*Tsinghua University - Beijing, China* GPA 3.9

- Ranked #12 Best Worldwide University by *Times Higher Education* 2024
- Awarded Top Thesis Award of Graduating Program in 2023
- Certificates:** Bloomberg Market Concepts (2021)

**Bachelor of Arts in Digital Media Informatics** May 2020

*Widener University - Chester, PA* GPA 3.985

- Minor:** Communications
- Study Abroad:** Chongqing Technology & Business University (Chongqing, China)
- Awarded Top Capstone Senior Project of Graduating Class in 2020

## Work Experience

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**Product Designer and Business Manager** New York, NY

*Amo Chamo Shop* Present

- Manage production, implement growth strategies, and enhance the brand's market presence
- Creating designs for various items such as tote bags, stickers, and other apparel using Procreate and Adobe Photoshop
- Blend design creativity with effective business practices to deliver high-quality products that satisfy customers

**Social Media Writer, Intern** Beijing, China

*Tsinghua University Global Communications Office* 2021-2022

- Developed and implemented a content calendar that led to the creation of over 50 targeted social media posts, resulting in a 13.2% increase in followers on Tsinghua University's Facebook and Twitter accounts
- Captured and edited photographs in Adobe Lightroom for Tsinghua's Instagram account
- Collaborated with a bilingual team that communicates in both English and Mandarin

**Sales Administrative Assistant, Associate** Exton, PA

*Harlan Tree Service, LLC* 2020-2021

- Managed digital marketing initiatives for the company gaining a 111.4% search increase
- Developed and executed communication strategies, overseeing customer relations for 200+ clients
- Designed promotional materials, including the company website and posters
- Organized and analyzed financial and sales data, reporting directly to company leadership

**Public Relations Intern** Chester, PA

*Widener University Office of University Relations* 2018-2020

- Produced campus installations using Adobe InDesign, Illustrator, and Photoshop
- Designed, transferred, and created over 40 pages for the university's new website
- Edited videos using Premiere and photos using Lightroom for the university's social media pages
- Proofread 100+ articles for university publications

**English Proofreader, Associate** Remote

*freeCash* 2020

- Proofread 25+ articles that were translated from Chinese to English about DAO, Web3, and cryptocurrency to ensure clear vocabulary and understanding of the original documents
- Participated in community governance and helped form an English-speaking community for freeCash

## **Skills & Interests**

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**Technical Skills:** Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign), Procreate, Microsoft Office (Word, PowerPoint, Excel), Web Design (Basic HTML & CSS)

**Language:** English (Native), Mandarin Chinese (Elementary)

**Practical Skills:** Graphic Design, Company Rebranding, Proofreading, Social Media Management, Photo Editing, Video Editing, Photography