

Amy Magee

Email: amynmagee@outlook.com
LinkedIn: linkedin.com/in/amynmagee
Phone: 484-782-4303

Education

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

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

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