

Jade Tu

✉ jadewtu@gmail.com

🌐 jadetu.com

🌐 linkedin.com/in/jadetu

EDUCATION

New York University

New York, NY

BFA in Interactive Media Arts, GPA: 3.7

September 2021 – January 2025

- Focus in Business of Entertainment, Media, and Technology
- *Relevant Coursework:* Visual Communications Lab, Storytelling for Project Development, Digital Business Strategies, Entertainment & Media Industries

EXPERIENCE

International Rescue Committee

Atlanta, GA

Communications Intern

October 2025 – Present

- Assisted social media management across **3 accounts** using Meta Business Suite.
- Collaborated with **2 independent artists** to produce engaging content highlighting client stories.
- Designed templates, wrote copy, and edited videos for social-first platforms with Canva.

Bleecker Street Media

New York, NY

Creative Marketing Intern

October 2024 – December 2024

- Delivered **2 research reports** on emerging platforms (Bluesky, Threads) to inform future strategy.
- Pitched and edited compelling short-form videos using Adobe Premiere Pro and CapCut.
- Designed **2 event posters** with InDesign, adapting branding guidelines for print formats.

NYU Berkley Center for Entrepreneurship

New York, NY

Student Assistant

June 2022 – August 2023

- Assisted post scheduling, uploading, and publishing across **4 campaigns** with Sprout Social.
- Led weekly newsletter production, development, and management with Mailchimp.
- Supported website development and content management with WordPress and HTML/CSS.
- Coordinated **5 help desks** by scheduling meetings, video calls, and availability calendars.

Sabai Design

Remote

Marketing Intern

June 2022 – August 2022

- Led TikTok content creation and strategy, driving a **~100% increase in average engagement**.
- Created still and motion graphics for social media using Illustrator and After Effects.
- Compiled and analyzed Google Analytics performance metrics in **3 monthly marketing reports**.
- Pitched **5+ content ideas weekly** leveraging platform trends and campaign goals.

Oscar de la Renta

New York, NY

Graphic Design Intern

January 2022 – May 2022

- Retouched, recolored, and resized **50+ product images** for e-commerce using Photoshop.
- Created mood boards, lookbooks, and visual reference decks for content shoots.
- Assisted **3 shoots** by fielding calls, renting equipment, and coordinating travel logistics.

PROJECTS

WHAT A SHAME! By Hyejin

New York, NY

Project Management, Music Merchandising

January 2023 – May 2023

- Led full product design and development cycle of **3 merchandise items**.
- Designed **10+ logos** and **5+ product mockups**, iterating based on stakeholder feedback.
- Collaborated with external and internal partners to meet production deadlines and budgets.

AWARDS

HackNYU Mini Hackathon

November 2024

1st Place, Gaming

SKILLS

Tools: Adobe Creative Cloud, Canva, CapCut, Meta Business Suite, Google Analytics, HTML/CSS

Other: Content Design & Development, Image & Video Editing, Digital Marketing, Media Production