

# Difei (Amber) Gao

8572065151 | dg3294@nyu.edu

## EDUCATION

---

### New York University, Tandon

*Master of Science, Integrated Design and Media*

**GPA:** 4.0/4.0 | **Courses:** Camera Capture, Amusement Park, Creative Programming

**Brooklyn, NY**

Expected May 2025

### Boston University, College of Communication

*Bachelor of Science, Advertising; Visual Arts (minor)*

**GPA:** 3.89/4.0 | **Honors:** Class of 2023 Dean's List, BU Advertising Club's Best Group of 2022

**Boston, MA**

2021-2023

## EXPERIENCE

---

### The Affiliated High School of Peking University Design Studio

*Design Assistant, Teacher Assistant*

- Taught 60 students the creative sets of Photoshop, InDesign, and Illustrator
- Collaborated with three students and designed a merchandise set, promoting the high school's spirit of encouraging students to be critical-thinking citizens, which nearly 1600 people purchased on the school's anniversary day

**Beijing, China**

March - August 2020

### Neighbor Plus Beijing Technology Co., Ltd.

*Product Manager*

- Co-worked with software developers, UI designers, and sales to manage the App's updated progress in between
- Provided marketing and communication insights into the company's seasonal strategy & earned 200 followers
- Constructed and designed the brand VI system and marketing campaign materials

**New York – Beijing**

March 2020 – June 2021

### EasyTransfer Co., Ltd.

*Regional Sales Manager*

- The 1<sup>st</sup> salesperson for two months with the highest success rate (38%)
- Recommended and convinced tuition payment products to 60+ international student clients
- Led a team of 11 salespeople to reach 87 successful deals from Syracuse University, Fordham, Brandeis, and PSU

**Online**

January - August 2020

### Getting Naked Management Consulting Co., Ltd.

*Management Assistant*

- Collected and organized junior management consultant's completed cases (Didi Chuxing Technology Co, China Mengniu Dairy Company Ltd., etc.)
- Prepare tutor content and PowerPoint slides for the consultants' management education events

**Beijing**

June – August 2021

## CLUBS

---

### Boston University Chinese Students & Scholars Association

*Leader of Commercial Designs*

- Designed & led team to design club custom sweatshirts
- Co-work on marketing strategies, media operations, and advertisements with the media team
- Planned and supervised the complete creation process of the club's WeChat memes, from research to drafting

**Boston, MA**

September 2021 – May 2022

### Boston University AdLab

*Art Director*

- Co-designed 8 social posts for Ronald McDonald House Charities to improve their exposure on 3 platforms

**Boston, MA**

January – May 2022

### Fordham University Chinese Students & Scholars Association

*Event Planner*

- Planned and organized collaborative college activities for Chinese and local students with NYU, Parsons, and FIT
- Organized and attracted 351 target participants for the 2020 72-hour dating activity in NYC/online

**Lincoln Center, NY**

September 2019 – August 2021

## SKILLS, LANGUAGES AND INTERESTS

---

**Computer Skills:** UE, Blender, Adobe Suite, Excel, PowerPoint, p5

**Language:** Fluent in Chinese & English (TOEFL=113), master basic French

**Interests:** Ask questions, browse, create, jog, design & discover