

LUORAN CHEN

lorachen@bu.edu | 13602769060 | www.linkedin.com/in/luoranchen | <https://luoranchen.com/>

EDUCATION

Boston University

Master of Science in Advertising

Relevant coursework: Creative Video Development, Advertising Strategy & Consumer Insights, Art Direction

Boston, United States

September 2022 – January 2024

The Chinese University of Hong Kong, Shenzhen

Bachelor of Business Administration, Marketing and Communication

Shenzhen, China

September 2018 – June 2022

PROFESSIONAL EXPERIENCE

Boston University AdLab (largest student-run creative agency in the US)

Art Director

Boston, United States

September – December 2023

- Collaborated with copywriters to develop creative marketing campaigns for clients, based on meticulous analysis and understanding of consumer insights provided by the strategy department
- Utilized illustration and graphic design skills in Photoshop and Illustrator to create a series of posts aimed at increasing user engagement and brand awareness on social media platforms
- Nominated for Best Art Direction and Best of Show within the agency for innovative ideas and execution

Ogilvy & Mather Advertising Co. Ltd.

Account Executive Intern

Shenzhen, China

February – May 2022

- Assisted in formulating strategies for creative projects, driving effective execution by gathering visual references from Behance and Pinterest, and translating TVC scripts
- Analyzed competitors' social media content and marketing activities to support clients' new product marketing strategies. Compiled detailed competitive reports to facilitate precise strategic planning
- Facilitated seamless and efficient project execution by effectively liaising with clients and designers, organizing meetings, and communicating progress

Realme Mobile Telecommunications (Shenzhen) Co., Ltd.

Marketing Intern, China Marketing Team

Shenzhen, China

February – April 2021

- Regularly browsed industry reports and monitored trends in competitors' social media to collect and organize market information. Developed marketing strategies based on market insights
- Wrote promotional copies tailored to project requirements. Enhanced social media engagement and participation by precisely targeting of brand's target audience and celebrity fan bases
- Participated in the planning and execution of new product pop-up events. Led creative content planning and output, liaised with designers and venue setup teams, and coordinated on-site event flow. Achieved over 880 attendees in a single day for a new pop-up event

ACTIVITIES

Boston University

Graphic Design Assistant, Marketing and Communication Office

Boston, United States

September 2022 – December 2023

- Responsible for designing posters and social media images for college events, and organizing annual reports

The Chinese University of Hong Kong, Shenzhen

Design Assistant, University Art Center

Shenzhen, China

September 2020 – June 2022

- Designed posters for university art events

COMPUTER AND LANGUAGE SKILLS

Computer: Photoshop, Illustrator, InDesign, After Effect (entry-level), CSS, HTML, JavaScript

Language: English, Mandarin, and Cantonese