EMILY YU ☺ ☺ ☺

creative - strategist

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN Aug 2016 - May 2020
B.S. Advertising, Texas Creative Portfolio Sequence, Business Minor
Austin, TX

AUSTIN COMMUNITY COLLEGE Aug 2016 - Dec 2016
A.A. General Studies in Liberal Arts
Austin, TX

EXPERIENCE

STUDENT CREATIVE DIRECTOR Aug 2018 - May 2020
Texas Creative Portfolio Sequence
Austin, TX
Brainstormed, conceptualized, and executed integrated advertising campaigns with partners and peers.

STRATEGY INTERN Jun 2019 - Aug 2019
VMLY&R
New York, NY
Conducted research on B2B and industry trends for our client, Altice. Updated competitive analysis and seeked out insights from small business owners by administering interviews for an SMB campaign.

ACCOUNTING ASSISTANT Jun 2018 - Aug 2018
TSC Manufacturing & Supply, LLC
Houston, TX
Assisted the accounting team by sending out invoices and contacting clients via phone or email.

SUMMER INTERN Jun 2017 - Aug 2017
Liu&Associates, PLLC
Houston, TX
Opened/closed client cases regarding immigration and filled out documents with Adobe Acrobat for clients to send to the USCIS Texas Service Center.

SKILLS AND ACCOMPLISHMENTS

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat)
- Microsoft Office (Word, Powerpoint, Excel)
- G Suite (Docs, Slides, Sheets)
- Google Analytics
- Connecting • the • dots
- Chinglish (English+Chinese)
- Insight Scooping
- Riding ~ the ~ trends

- **MAIP (Multicultural Advertising Internship Program) 2019 Fellow**
- **2020 AAF Austin ADDY Winner**
  - Fiverr - Integrated Campaign (Brand Identity) - Bronze 🏆
  - Arctic Fox - Illustration - Gold 🏆
- **2020 AAF District ADDY Winner**
  - Arctic Fox - Gold 🏆