

Jasmine Yanhui Jiang

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EDUCATION

Emerson College

Master's Degree in Digital Communication and Multimedia

Boston, MA

Sep 2022 – Aug 2024

Harbin Engineering University (HRBEU)

Bachelor's degree in Prelaw

Harbin, China

Sep 2012 – Jul 2016

PROFESSIONAL EXPERIENCE

Digital Communications and Outreach Assistant

Beverly, MA

New Entry Sustainable Farming Project, Tufts University

Dec 2024 – Present

- Organized and analyzed historical data listservs, conducted comparisons, and developed an evaluation plan; executed early-stage evaluation.
- Supported fundraising efforts for the 2025 FIELD School Conference by designing the sponsorship packet and producing video testimonials; successfully launched a \$2,000 donation campaign for the program.
- Created social media content, including photography and videography, to highlight fieldwork and special events on the farm.

Strategic Marketing Assistant

Boston, MA

Downtown Boston Business Improvement District (BID)

Jun 2023 – Aug 2023, Oct 2023 – Dec 2023

- Supported marketing team, produced event materials and social media content, spanning photos, posters, flyers, and short videos.
- Conducted a competitive analysis across BIDs within the US, resulting in a strategic plan for augmenting BID's social media growth.
- Leveraged Constant Contact and Salesforce data for in-depth subscriber research and audience segmentation, crafting an initial questionnaire to refine engagement strategies further.
- Managed event tracking in the Downtown Boston area and spearheaded website updates to increase engagement.

News Reporter & Media Strategist

China (Beijing, Hangzhou)

China Youth Daily, China Food Newspaper, Hangzhou Daily

Feb 2017 – Jun 2022

- Reported on local government affairs, collaborating with various bureaus to cover policy developments and public initiatives.
- Led a 5-member reporting team focused on the food industry in Zhejiang, planning and executing events on Safe Consumption in partnership with local authorities.
- Co-founded and developed the news short video brand "Green Hornet," producing high-impact news content with over one million hits.
- Managed digital content strategy, including SEO optimization, headline crafting, and video editing, to enhance audience engagement.

Volunteer Roles

Boston, MA

Treasurer, PRSSA, Emerson College | PR Assistant, Houston Comicpalooza

Sep 2022 – Aug 2024

PROJECTS

FIELD Network Engagement & Growth Initiative

New Entry Sustainable Farming Project

- Designed and executed a strategic evaluation of FIELD Network's listserv, using historical data to develop benchmarks and metrics.
- Led an audience expansion campaign, growing FIELD Network's presence by engaging relevant organizations on LinkedIn and Instagram.
- Developed a multimedia sponsorship toolkit, including a testimonial video, to support FIELD School scholarship fundraising.

Green Hornet – News Video Brand

News Reporter at China Youth Daily

- Co-founded and developed the short video brand "Green Hornet" under China News Network, focusing on trending news through high-engagement social media content.
- Spearheaded content strategy, growing the platform's following from zero to millions.

Social Media Analysis for Downtown Boston BID

Strategic Marketing Assistant at Downtown Boston BID

- Analyzed nationwide BID social media accounts, selecting the top five performers across Instagram, LinkedIn, Facebook, and X.
- Conducted quantitative and qualitative analysis of metrics like follower count and engagement rate, identifying successful content strategies.
- Developed a targeted growth plan for Downtown BID's social media, resulting in a doubled average engagement rate within two months.

ChatGPT Public Sentiment Research

Graduate Student at Emerson College

- Conducted a research study on public perceptions of ChatGPT, presenting findings that validated user concerns and influenced communication strategies.
- Utilized quantitative analysis tools and presented findings at the Blanquerna-Emerson Global Communication Summit, with results aligning with Pew Research's insights.

SKILLS

Technical: Microsoft Office, Adobe Creative Suite, Canva, Google Analytics, Google Ads, Constant Contact, Salesforce

Creative: Photography, Digital Marketing, Content Creation, Event Planning

Administrative: Project Management, Data Maintenance, Financial Management