



Aspiring Creative Strategist & 4A's Multicultural Advertising Intern Program 2020 Alum

education

Boston University College of Communication
May 2021
Bachelor of Science Degree in Communication,
concentration Advertising

relevant courseworks

Fundamentals of Creative Development
Consumer Insight & Account Planning
Design Strategy & Software
Understanding Media
Advertising Research Methods
Brand Advertising and Promotion

skills & interests

Adobe Creative Cloud
Final Cut Pro
Microsoft Word/Excel
Social Media Analysis
Data Entry
Video Editing
Thrifting
Sewing
Painting
Making scrapbook type videos
Cook for my roommates
Very into olive green lately

languages

English
Mandarin

let's connect

Mobile: 931-252-8170
Email: amberjared@gmail.com
Portfolio: amberjared.com
LinkedIn: [@amberjared](https://www.linkedin.com/in/amberjared)

experience

Strategy Intern

Allen & Gerritsen, June 2020 - Aug 2020

- Researched tension & opportunity through variety of data sources to support new business RFP and contributed on changing an account's problematic brand image/name.
- Developed a long-term Gen-Z analysis POV and identified key insights through first and secondary research that is now used as audience reference.
- Kept abreast of the latest trends and news articles to create an end-of-the-week strategy newsletter that is distributed to the whole company.
- Assisted in gathering quick turnaround research to support different departments' client projects.

Strategy Fellow

4A's MAIP, May 2020 to Aug 2020

- Selected from over 1000+ applicants to participate in the first-ever Virtual Engagement Program that required daily attendance.
- Participated in strategy-specific workshops led by industry professionals.
- Developed top-scoring campaigns within cross-discipline teams for Saatchi & Saatchi NY, 100 Roses from Concrete, and Digitas.

Strategy Intern

BBD Sydney, Feb 2020 to April 2020

- Analyzed and summarized 40 years of annual reports for a new database to assist the Heart Foundation's Jump Rope for Heart Campaign.
- Recorded and facilitated in-depth audience research interviews.
- Researched and constructed case study presentations for non-profit campaign reference.

Advertising/Promotions Intern

7 NEWS, WHDH-TV, Aug 2019 to Dec 2019

- Scripted promotional tweets, articles, and videos descriptions for both Channel 7 and local CW social media accounts.
- Edited and reorganized news clips for monthly updated station promotion video.
- Assisted in weekly outdoor shoots through equipment set up and managed second-perspective camera on film site.

Assistant Producer Intern

WCTE, May 2019 to July 2019

- Worked camera during football and horse show live streams, conducted interviews for Live Green Cookeville and attended off-studio shoots.
- Design graphics for the annual auction with Motion and edit videos and station ID through Premiere pro.

side gigs

Co-founder and host of Tweeting in Your Twenties on WTBU

Where we play good music and talk about trends, politics, and everything weird that comes with your early twenties.

We Are Next brand ambassador @ Boston University

Organizing and hosting virtual industry speakers events and raising awareness on job opportunities.

On the BU snowboarding team but don't know how to snowboard

Still falling and bruising but I make videos of my friends doing dope tricks!