

# Ruowen Huang

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## EDUCATION BACKGROUND

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### University of Southern California

Public Relations and Advertising

Current

### University of Connecticut

Bachelor of Communication

Sep 2021-Dec 2024

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## PROFESSIONAL EXPERIENCE

### Blue Focus

*Digital Media Planner*

Shenzhen, China

Jan 2025-Apr 2025

- Spearheaded KOL partnerships and negotiations, optimizing workflows to boost execution efficiency by 30%, ensuring flawless campaign delivery.
- Drove multi-million RMB influencer campaigns, achieving <15% CPM variance and >90% client satisfaction, leading to annual contract renewals with Tencent for major IPs (FIFA Online, DNF).
- Pioneered long-term collaboration frameworks, securing exclusive yearly partnerships by aligning campaign success with Tencent's performance benchmarks.
- Leveraged Excel and social analytics tools to refine targeting, reducing wasted spend by 20% and reinforcing client trust.

### Onion Academy

*Live Broadcast Operations Intern*

Beijing, China

Jun 2024-Aug 2024

- Managed live broadcast operations and user interaction, enhancing engagement in a fast-paced environment through adaptive communication and strategic thinking.
- Analyzed user feedback and shifted product promotion focus to discounts and repurchase rates, resulting in a 40% increase in audience satisfaction.
- Developed sustainable marketing strategies to maintain long-term customer engagement post-promotional periods, emphasizing storytelling and emotional value to strengthen brand loyalty.

### William Benton Museum

*Tourist consultation*

Connecticut, US

Sep 2023-Dec 2024

- Built and maintained a positive reception environment, significantly enhancing visitor satisfaction with exhibition highlights and facility advantages through proactive inquiry responses.
- Led event planning and execution, employing effective customer service and communication strategies to ensure participants were well-informed about event guides and procedures in advance.
- Managed the visual setup and post-event restoration, with a focus on strengthening the consistency of the brand image and optimal presentation of the venue, thereby enhancing the overall impact of the events and maximizing visitor satisfaction to a great extent.

### Yunnan Art Museum

*Publicity Assistant*

Yunnan, China

Jun 2022-Sep 2023

- Collaborated with colleagues from other departments to manage the public WeChat account for an art exhibition, participating in two photography shoots and image editing.
- Managed the work schedules of 31 volunteers during the entire summer vacation, with particular attention to complex shift scheduling details. During this period, one volunteer was awarded 'Provincial Excellent Volunteer', and ten were hired as 'Long-term Excellent Volunteers'.
- Monitored visitor feedback daily through social media platforms such as WeChat and Renotes. Communicated timely with the curatorial department to make well-targeted improvements to the exhibition services, ensuring a more satisfying experience for the visitors.

## EXTRACURRICULAR ACTIVITIES

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### USC Esports Club — Operations

2021-2026

- Operated and managed VALORANT activities, including match planning, team coordination, and community engagement.
- Assisted in organizing campus scrims and tournaments while maintaining smooth communication with players and club leadership.

### USC Annenberg Media Center — News Writer

Wrote entertainment and esports-related news stories for the Annenberg Media Center. Conducted interviews, researched topics, and produced clear, accurate, AP-style articles under tight deadlines.

### Uconn Esports Club — Operations

Served as a VALORANT referee and Twitch broadcast planner for campus esports tournaments, managing match rules, dispute resolution, and live-stream coordination.