

Andy Kwan

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Graduate student in Branding and Integrated Communications with a focus on strategic management and planning. Workplace experience in higher education, in communication strategy planning and campaign development. Knowledgeable about research analysis, consumer behavior, target audience engagement, and implementation schedule. Skillful in strategy visualization, video production, digital publishing and event planning. Strong leadership, good relationship building, and project management ability.

Computer Skills: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Dreamweaver), MS Office Suite, Google Analytics (IQ Certified)

Coding Skills: HTML, CSS

Language: Trilingual (English, Cantonese and Mandarin)

WORK EXPERIENCE:

Hunter College of the City University of New York

02/15 – 05/16

Communications Specialist

- Work with the Office of Student Communications in developing strategic communication plans to engage with prospective students. Identify areas that can be improved and outline strategies to implement changes. Responsible for designing content for various channels, including website, social media, email, and print. Ensuring all communication materials align with the school's strategic goals and objectives. Report directly to the Director of OSC and provide tactical communication assistance.

Global Market Group

03/14 – 07/14

Corporate Communication Project Manager

- Responsible for the day-to-day management and execution of communications strategies. Tracked and analyzed target audience social behavior, and developed implementation plan to increase engagement. Established a company profile within the WeChat social platform as a new form of communication to interact with employees. Created content for social media on a daily basis, and designed and produced an internal corporate culture magazine.

Global Market Group

07/12 – 08/12

Commercial Advertising Producer

- Developed campaign concepts and ideas that brought focus and awareness to the company's offerings. Managed the commercial production workflow from storyboards to final edit. Responsible for filming, editing, and composed a theme song for the commercial. The Gross Impressions of the campaign was over 27,000.

Global Market Group

01/12 – 02/12

Event Coordinator

- Oversaw the annual end-of-year event from start to completion, and produced the opening show. Wrote script, created background music and supervised the event lighting. Acted as the point of contact for all performance groups. Coordinated and helped plan the event floor plan and set up guest registration.

EDUCATION:

City College of the City University of New York (CCNY)

M.P.S., Branding + Integrated Communication, Strategic Management/Planning track

08/14 – 06/16

Nanfeng College of Sun Yat-sen University (NFSYSU)

B.A., English, with emphasis in Business English(graduated with honors)

09/10 – 07/14

ACTIVITIES:

Volunteer for The ONE Club event (HAATBP), performed various tasks from helping participants with digital check-in to managing the BIC program table (2014, 2015)

Chairman of the Students Union of Department of International Studies (2013)

Founder of the English debate team and the debate society at NFSYSU (2012)

ACCOMPLISHMENTS:

Member of the One Club

Honorable Mention at CCNY 2nd Annual Human Rights Poster Contest, 2015

Runner-up at the CCNY 8th Annual Graduate Research Symposium, 2015

The Advertising Club of New York Scholarship winner, 2014