



MELANIE BLACK

SOCIAL MEDIA MANAGER+
AMATURE MANDARIN
INTERPRETER

CONTACT

+01 385 201 7064
POPCORNWA@GMAIL.COM

SOCIAL MEDIA

FACEBOOK: /MELANIE BLACK
INSTAGRAM: @MELBLACKWA

EXPERIENCE

PRIMARY RESEARCH AID

BYU-ADLAB FOR FAMILY SEARCH | JUNE 2020

- Conducted indepth interviews with members of Family Search's target market that were used to stratagize and Advertising campaign

SUMMER CAMP COUNSELOR + ADVERTISING CONSULTANT

ASPEN GROVE | MAY 2018 - SEP 2018

- Cared for 0-2 year olds, helped conduct and execute firesides
- Conducted Market Research and proposed Advertising Strategy to increase Awareness of Aspen Grove

ADVERTISING LEAD

BYU MULTI CULTURAL STUDENT SERVICES | AUG 2017 - NOV 2017

- Filmed and edited a series of promotional videos released in the weeks leading up to cultural events
- Planned alternative advertisements to increase awareness and media presence

INFORMATION SYSTEMS CENTER CLERK (BEIJING)

US DEPARTMENT OF STATE | JUN 2016 - JUL 2017

- Summer Job, 40 hours/week
- Conducted hardware inventory, on-call to adjust workspaces
- Relocated, Deployed, and Installed over 100 CPUs in a new facility

EDUCATION

SOME COLLEGE

IBRIGHAM YOUNG UNIVERSITY | 2017-CURRENT
GPA: 3.92

HIGH SCHOOL DIPLOMA

INTERNATIONAL SCHOOL OF BEIJING | 2013 - 2017
GPA: 3.98

SKILLS

Strong verbal communication - in both English and Mandarin	Highly Organized
MS Windows Proficient	Project management
Competent with Adobe Suite	Photo editing (" ")
Copywriting	Market research
	Multi-media production

PRACTICAL EXPERIENCE

CHINESE IMMERSION

LIVING IN BEIJING, TAIWAN, MALAYSIA | AUG 2012-MAR 2020

- Had many conversations a day with locals in Mandarin on subjects ranging from day to day livcing to religion to jobs
- Conducted coordination meetings in mandarin
- Translated talks between Mandarin and English