

Chelsea(Changhao) Yu

E: yuchelsea02@gmail.com | T: +1 (778) 999-1124 | [Linkedin](#)

PROFESSIONAL SUMMARY

Detail-oriented UBC Media Studies student with experience in project coordination, proposal and report development, market research, data analysis, and digital content creation. Skilled in collaborating with multidisciplinary teams, coordinating timelines and deliverables, organizing complex information, and producing clear, professional documents and presentations.

Experienced in collecting and cleaning data, building Tableau dashboards, tracking performance metrics, and translating findings into actionable insights.

RELEVANT EXPERIENCE

UBC Go Global

Aug 2026 – Present

Orientation Leader

- Led an Orientation group of eight new-to-UBC exchange students, serving as a peer mentor and campus ambassador for Imagine UBC and Go Global.
- Communicated program updates and important information to group members via email and social media, ensuring consistent and timely engagement.
- Assisted in organizing and delivering Imagine UBC programming, maintaining clear communication throughout the planning process

Hebei Antu Trading Co., Ltd, China

Jan 2026 – May 2026

Social Media Operations Intern

- Audited and standardized 50+ product records, updating backend systems and documentation to ensure accurate, consistent, and accessible product information.
- Communicated directly with clients to understand product needs, follow up on inquiries, and coordinate with internal teams to provide accurate and timely information.
- Collaborated with sales and technical teams to track and resolve 20+ product data issues, coordinating information updates and ensuring tasks were completed on time.

Unique Get Together Society, Vancouver

Jan 2024 – Apr 2024

Student Volunteer Marketing Team Member

- Served as a communication bridge between our marketing team and the UGTS team, coordinating project timelines, responsibilities, and outreach needs.
- Managed UGTS's Instagram and Facebook accounts, sharing program updates and tracking audience engagement through social media analytics.
- Collaborated with the team to create promotional materials for Summer Camp and other community activities, helping connect families in need with accessible resources.

UBC CSSA Life Department

Oct 2022 – Oct 2023

Executive Committee Member, Art Design

- Co-planned and delivered a Halloween event for more than 300 attendees, contributing to the event concept, interactive activities, venue coordination, and on-site logistics.
- Designed promotional posters and event materials to increase awareness, attendance, and audience engagement.
- Welcomed attendees and guided them through activities as an on-site representative, helping create an organized and engaging event experience.

SKILLS

- **Data & Reporting:** Microsoft Excel, Google Sheets, Tableau, Google forms, Google Suites
- **Digital & Design Tools:** Canva, Figma, CapCut, WordPress, Microsoft Word, PowerPoint
- **Languages:** Fluent in English and Mandarin

EDUCATION

University of British Columbia

Sept 2022 - Present

Bachelor of Media Studies, Faculty of Arts

- *UBC International Scholarship, awarded for academic excellence, leadership, and community involvement.*