

LESLEY CHIU

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EDUCATION

University of California, Los Angeles (UCLA)

Bachelor of Arts Degree in Communication

GPA: 3.94/4.00

Los Angeles, CA

June 2025

Cum Laude

INTERNSHIP EXPERIENCE

UCLA Broadcast Studio (Strategic Communication)

Video Production Intern

Los Angeles, CA

November 2023 – September 2025

- Led a video storytelling project for Bruin Esports, capturing team achievements and community feel; reached 60,000+ engagements, 350+ likes, and added 100+ new followers.
- Collaborated with UCLA's Yeh Lab to produce video storytelling content, generating 56,000+ views and 700+ likes on UCLA's Instagram, while contributing 45+ new TikTok followers to the lab's account.
- Developed promotional video content for UCLA Media, tailoring edits to platform-specific algorithms (e.g., YouTube) and applying audience analytics to align campaigns with university marketing strategies.

MediaTek

Marketing Communications Intern

Beijing, China

July 2025 - September 2025

- Monitored 500+ media reports weekly and tracked public opinion on Chinese social media platforms (Weibo, WeChat, Zhihu) to analyze sentiment and manage brand reputation.
- Contributed to drafting executive talking points and translating complex technical concepts into clear, audience-friendly messaging for the Dimensity 9500 press conference keynote.
- Drafted press releases on automotive collaborations, strengthening MediaTek's positioning in the competitive semiconductor market.

Michele Marie Public Relations

VIP PR Intern

Los Angeles, CA

January 2025 - March 2025

- Supported the curation of contact lists for 300+ recipients using Upfluence, IMDb Pro, and Fashion Monitor and assisted with analyzing social media performance to optimize PR efforts.
- Crafted targeted digital and influencer marketing campaigns by drafting pitches that enhanced brand messaging.
- Assisted in coordinating influencer and celebrity gifting initiatives, including packaging, distribution, and sample tracking via Mayvien to boost brand visibility and strengthen industry relationships.

RELEVANT EXPERIENCE

Teaching Assistant for Public Speaking Professor

Teaching Assistant at College of Canyons

Los Angeles, CA

August 2024 - June 2025

- Graded assignments and provided detailed feedback for 60+ students, fostering confidence in public speaking within a supportive learning environment.
- Communicated regularly with the professor to ensure consistency in grading standards, student progress, and assignment expectations.

UCLA: Marketing Plan for Breakfast Subscription Boxes

Team Leader

Los Angeles, CA

January 2024 - March 2024

- Designed and implemented survey-driven digital marketing strategies by analyzing data from 80+ participants and audience demographics, utilizing Excel to track results and refine campaign tactics.
- Created content for digital channels, including crafting compelling positioning statements, press releases, and conducting SWOT analyses to support online communication strategies.

SKILLS

- **Language:** Native/bilingual proficiency in English and Chinese; intermediate Japanese.
- **Technology:** Adobe Creative Suite, Upfluence, Mayvien, IMDB Pro, Microsoft Office, Google Suite, and Gephi.
- **Professional:** Negotiation skills training. Website Design (WordPress).

REFERENCE

- **Sebastian Hernandez** — Studio Manager, UCLA Strategic Communications (Broadcasting Studio)
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