

SHANSHAN JIN

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EDUCATION

Carnegie Mellon University - Pittsburgh
Master of Arts Management
Aug 2016 - May 2018

Fordham University - New York
Economics, Visual Arts
Aug 2013 - May 2015

SOFTWARE

Sketch
Illustrator
InDesign
Photoshop
After Effect
Premier
Unity
MS Project

PROGRAMMING

HTML
CSS
Javascript
P5.js
Python
R

LANGUAGE

Fluent in Mandarin

WORK EXPERIENCE

Creative Director @ ReadyAI

08/2018–Current, Pittsburgh PA

- Oversee ReadyAI's marketing and branding initiatives, aligning them with business priorities.
- In charge of digital and social media strategy, email marketing, building and maintaining websites, building online learning platform for AI programs, building our online community, attracting new students, video production, and search engine optimization.
- Design brochures, posters, and product-related documents.
- Analyze marketing data (campaign results, conversion rates etc.)
- Develop content for elementary and middle school AI introductory courses including lesson plans, visual elements, rich contents, handouts, templates, assessments, etc.
- Attend conferences like AAAI, ISTE, CSTA, and represent ReadyAI.

Associate Director of Administration @ Future Tenant

05/2017–05/2018, Pittsburgh PA

- Oversaw and managing staff scheduling, contract management, payroll, accounting, marketing, database, archive, fundraising and facilities management.
- Maintained and updated Future Tenant's database and website.
- Coordinated with other Future Tenant staff to plan and implement three annual fundraising events.
- Secured food and brewery sponsors for all special events
- Created visual marketing elements like posters and postcards.

Marketing Design & Social Media Manager @ Future Tenant

01/2017–05/2017, Pittsburgh PA

- Created and managed content distribution and audience engagement via Future Tenant's various social media channels, including Facebook, Twitter and Instagram.
- Created visual marketing elements such as brochures and posters.
- Updated and managed Future Tenant's official website.

Graphic Design Intern @ JD.com, Inc.

03/2016–07/2016, Beijing, China

- Designed graphics for print and produce for daily internal training courses.
- Assisted with translation tasks, and negotiated issues with government and travel agency.
- Organized and hosted a live show called JD Talk for internal training with 800 live audience and more than 3,000 online audience.
- Assisted the director while shooting JD Telestudio's programs.