

Claude Huang

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EDUCATION

University of Rochester

Rochester, NY

Bachelor of Arts, Digital Media Studies

May. 2024

- Political Science Minor
- Program GPA: 3.3
- Relevant Coursework: Audio for Visual Media, Essential Digital Media Toolkit, Introduction to Web Development, Digital Marketing Strategies, Video Game Development, Programming for Digital Media

PROFESSIONAL EXPERIENCE

Eastman Institute for Music Leadership, Eastman School of Music

Rochester, NY

Program Assistant

Jun. 2023 - May. 2024

- Launched the animation project within the production team; coordinated with fellow student workers and independently created multiple animation pieces as a new medium to effectively replace traditional text-based contents on the office website.
- Created and edited 10+ testimonial and informational video projects, which were subsequently released on the organization's official social media platforms to promote events and degree programs offered by the office.
- Administered the backend of the office website through WordPress; oversaw the publication of past departmental grant winners and ensured their respective information on the website was correct and up to date.
- Performed various video and audio recording duties, including video capturing IML's podcast program and recording testimonial interviews with attendees of the 2023 Eastman Leadership Conference.

HAVAS Group China

Shanghai, China

Planning Intern

Sep. 2020 - Dec. 2020

- Conducted monthly surveys analyzing the advertising campaigns of primary client PUMA's competitors; identified key aspects and provided actionable insights through detailed reports.
- Compiled and analyzed data for PUMA's advertising campaign, which facilitated its successful delivery, resulting in over 188,000 unique visits on TikTok within one week.
- Actively contributed to the development of campaign materials in weekly meetings by providing feedback and strategic insights, maintaining the alignment of creative content with overall marketing objectives.

Project

Rochester Holocaust Survivor Registry

Rochester, NY

Digital Content Editor

Oct. 2023 - May. 2024

- Collaborated with local nonprofit organization *Friends of Mount Hope Cemetery* and established a comprehensive community-wide database aimed at documenting and commemorating the stories of Jewish Holocaust survivors interred in Rochester.
- Remastered over 8 hours of Holocaust survivor interview footage to meet modern standards, effectively showcasing the experiences and insights of survivors by condensing and organizing these hour-long narratives into concise 20-minute excerpts.
- Utilized ArcGIS technology to record GPS coordinates for over 50 Holocaust survivor gravesites in the cemetery; successfully integrated this data into an interactive map to accurately display the locations of all survivors.
- Received the Digital Media Studies departmental *Excellence in Community Engagement Award*.

Technical Skills

- Visual Media: Adobe Photoshop, Adobe Premiere Pro, Final Cut Pro, Adobe Illustrator, Powtoon
- Design & Development: HTML, CSS, Figma, Canva, Unreal Engine, ArcGIS, Agisoft Metashape
- Audio Production: Logic Pro, Pro Tools, Wwise
- Coordination & Management: Microsoft Office Suite, Google Suite, Monday, Miro, BOX, Slack, WordPress
- Language: English, Mandarin