

# ELYSSA RAE WILENSKY

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## OBJECTIVE

I am a hardworking, energetic recent graduate with a wide range of experience in the media industry and excellent writing, organizational, and analytical skills looking to develop a career within the business and/or planning side of the media industry.

## SELECT EXPERIENCE

**Girls in Tech China (GITChina)** – Beijing, China Mar. 2010 – present

*Event and Marketing Coordinator*

- Designs and creates all print material for GITChina, including menus, business cards, signage, etc.
- Coordinates and runs events for GITChina, including the GITChina Beijing Launch (100 people in attendance).
- Markets GITChina using new media platforms, including Twitter, EventBrite, and weblogs.

**B-Doing** – Beijing, China Jan. 2010 – present

*Foreign Specialist and Assistant to the President and CEO*

- Assists and coordinates the needs of the CEO at VIP events and on the set of a weekly television show.
- Analyzes companies to determine their potential as clients and/or business partners.

**University of Virginia (U.Va) Alumni Club** – Beijing, China Sep. 2009 – present

*Director of Marketing*

- Integrates new media platforms for the club, including a website, twitter account, and online newsletter, to raise awareness and increase participation for both the club and University itself.
- Plans and executes events for 30-100 people of varying degrees of formality.

**New Bridge Foreign Language School** – Beijing, China Sep. 2009 – Dec. 2009

*Oral English Teacher and Tutor*

- Taught 200 native Chinese students the foundations of the oral English language in medium and personal settings.
- Created and implemented seven different lesson plans and a variety of multimedia presentations for use in eleven classes.

**University of Virginia Media Studies Department** – New York, NY Jan. 2009

*Organizer for a New York Informational Meetings Trip*

- Arranged and organized ten informational meetings for eighteen students with a variety of media companies in Manhattan, including NBC, the *Colbert Report*, *Vanity Fair*, the TriBeCa Film Festival, and *Tennis Magazine*.
- Acted as a liaison between the University and media companies to ensure successful meetings for all involved parties.

**ABC** – New York, NY June 2008 – Aug. 2008

*National Television Sales (NTVS) Research Intern*

- Selected to create and analyze Microsoft Excel rating trackers and various PowerPoint one-sheets and presentations.
- Attended weekly NTVS sales meetings, giving presentations and updates on household usage of network stations in ABC's owned and operated markets.

**The Cavalier Daily** – Charlottesville, VA Aug. 2005 – Jan. 2007

*Production Editor* – Jan. 2006 – Jan. 2007

- Managed up to eight associates to design the literary and advertising sections of an exclusively student-run, award winning daily newspaper with a circulation of 10,000.
- Served with members of the Executive and Junior Boards, meeting multiple deadlines on a daily basis.
- Redesigned and consolidated multiple sections of the paper, saving thousands of dollars in printing costs.

## SKILLSET

**Computer Knowledge** – SPSS, Microsoft Office, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Final Cut Pro, Basic HTML

**Languages** – English (native), French (intermediate), Chinese (basic)

## EDUCATION

**University of Virginia** – Charlottesville, VA Bachelor of Arts: May 2009

- Double Major: Media Studies and Sociology with a 3.6 GPA, Dean's List
- Member of Gamma Phi Beta Sorority
- Selected for Spring 2008 participation in Universitas 21 Semester Exchange Program in Birmingham, England with courses in International Business, Advertising, and Sociology.

**Varina High School** – Richmond, VA June 2005

- Salutatorian with a 4.75 GPA
- Selected to attend the specialty Center for Communications, receiving practical experience in various fields of communication, including broadcasting journalism and print media & design.