

# Claude Huang

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## EDUCATION

<b>University of Rochester</b> <i>BA in Digital Media Studies, Minor in Political Science</i>	Rochester, NY 2024.05
<ul style="list-style-type: none"><li><b>Program GPA:</b> 3.3</li><li><b>Courses:</b> Audio for Visual Media, Essential Digital Media Toolkit, Introduction to Web Development, Digital Marketing Strategies, Video Game Development, Programming for Digital Media</li><li><b>Digital Portfolio:</b> <a href="https://www.claudehuang.com">https://www.claudehuang.com</a></li></ul>	

## PROFESSIONAL EXPERIENCE

<b>Eastman Institute for Music Leadership, Eastman School of Music</b> <i>Program Assistant</i>	Rochester, NY 2023.06 - 2024.05
<ul style="list-style-type: none"><li><b>Project Management:</b> Led and developed an animation project, independently created multiple animation pieces to replace traditional text-based content, enhancing the office website's interactivity and visual appeal.</li><li><b>Video Production &amp; Editing:</b> Produced and edited over 10 testimonial and informational videos using Adobe Premiere Pro and Final Cut Pro, published on social media platforms to promote events.</li><li><b>Website Content Management:</b> Managed the backend of the office website using WordPress, ensured accurate and up-to-date information on past departmental grant winners, and optimized site structure for improved user experience.</li><li><b>Video &amp; Audio Recording:</b> Performed video and audio recording duties, including capturing IML's podcast program and conducting testimonial interviews with attendees of the 2023 Eastman Leadership Conference.</li></ul>	
<b>HAVAS Group China</b> <i>Planning Intern</i>	Shanghai, CN 2020.09 - 2021.03
<ul style="list-style-type: none"><li><b>Competitive Analysis:</b> Conducted monthly surveys analyzing advertising campaigns of key competitor brands for PUMA, identified key trends and provided actionable insights through detailed reports.</li><li><b>Campaign Data Analysis:</b> Analyzed data for PUMA's advertising campaigns, contributing to the successful execution of multiple campaigns, which resulted in over 188,000 unique visits on TikTok within one week.</li><li><b>Strategic Collaboration:</b> Contributed to the development of campaign materials during weekly meetings, provided feedback and strategic insights to ensure creative content aligned with overall marketing objectives.</li></ul>	

## PROJECT

<b>Rochester Holocaust Survivor Registry</b> <i>Digital Content Specialist</i>	Rochester, NY 2023.08 - 2024.05
<ul style="list-style-type: none"><li><b>Database Development:</b> Recorded GPS coordinates for over 80 gravesites of Jewish Holocaust survivors interred in Rochester using ArcGIS; integrated the data into an interactive map featured on a custom-built website serving as a community-driven memorial and database.</li><li><b>Video Remastering:</b> Remastered over 8 hours of Holocaust survivor interview footage, upgrading audio and visual quality to modern standards. Condensed lengthy hour-long interviews into impactful 20-minute excerpts, enhancing accessibility and preserving the emotional depth of survivors' experiences.</li><li><b>Communication Outreach:</b> Served as liaison between the project team and third-party partner, The Friends of Mount Hope Cemetery; coordinated regular email communication, scheduled progress meetings, and presented the final product for delivery.</li><li><b>Award:</b> Honored with the Digital Media Studies Departmental Excellence in Community Engagement Award for significantly contributing to the preservation and digital commemoration of Holocaust survivors' histories.</li></ul>	

## SKILLS

<ul style="list-style-type: none"><li><b>Visual Media:</b> Adobe Photoshop, Adobe Premiere Pro, Final Cut Pro, Adobe Illustrator, Powtoon</li><li><b>Design &amp; Development:</b> HTML, CSS, Figma, Canva, Unreal Engine, ArcGIS, Agisoft Metashape</li><li><b>Audio Production:</b> Logic Pro, Pro Tools, Wwise</li><li><b>Coordination &amp; Management:</b> Microsoft Office Suite, Google Suite, Monday, Miro, BOX, Slack, WordPress</li><li><b>Language:</b> English, Mandarin</li></ul>	
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