

KeKe Cen

(954)-296-0855 | keyotkeke@gmail.com
LinkedIn:www.linkedin.com/in/keke-cen| Portfolio: www.kekecenportfolio.com

Education

Boston University, College of Communication - Bachelor of Science in Public Relations; Minor in Visual Arts - Cum GPA: 3.79/4.0 Dean’s List: Spring 2024, Fall 2024	Boston, MA Expected Dec 2026
--	---------------------------------

Public Relations Experience

PRLab at Boston University Account Executive Client: Goodwill Mass	Boston, MA Jan 2024 – Present
- Lead PR strategies to enhance Goodwill Mass’s brand awareness and reputation. - Develop media materials, including press releases, media pitches, and blog content. - Collaborate with team members to implement strategic communication plans for community engagement. - Conduct competitive analysis and social media audits to improve brand positioning.	
Unleashed PR (Student-Run PR Agency) Website and Digital Director E-Board Member	Boston, MA Jan 2024 – Present
- Manage and update Unleashed PR’s website, ensuring brand consistency and accessibility. - Oversee digital campaigns, social media strategies, and branding initiatives. - Develop content strategies to enhance online engagement and visibility.	
Public Relations Student Society of America (PRSSA) Social Media Contributor	Boston, MA Jan 2024 – Present
- Create and schedule engaging content for PRSSA’s social media platforms, increasing audience engagement. - Monitor trends and insights to optimize content strategy. - Assist in organizing networking events and speaker panels to connect students with industry professionals.	

Public Relations Academic Projects

Corporate Social Responsibility (CSR) Simulation for Coca-Cola - Proposed sustainable packaging initiatives to address Coca-Cola’s environmental impact. - Developed a campaign promoting recyclable packaging and global nonprofit partnerships.	
Sustainable Travel Proposal for Delta Airlines - Designed an eco-friendly airport transfer service integrated with the SkyMiles loyalty program. - Proposed strategic partnerships with Marriott and Hilton to reinforce sustainability efforts.	

Skills and Awards

Computer Skills: Adobe Photoshop, InDesign, Premiere Pro, Final Cut Pro, Canva
Language Skills: Chinese (Native), English (Fluent), Spanish (Basic), Japanese & ASL (Foundational)
Honors: Bronze Award in 2021 Harvard International Review