

# Kaiqi Cai

## CONTACT

*kaiqicai96@gmail.com*  
917-860-2201  
*kaiqi-cai.com*

## SKILLS

Photoshop  
Illustrator  
Lightroom  
After Effect  
Premier  
Logic Pro  
DreamWaver

## LANGUAGE

English  
Mandarin  
Cantonese

## EDUCATION

2018 *Miami Ad School*  
2020 Art Direction  
  
2014 *New York University, Honor Graduate*  
2018 Media, Culture and Communication, BS

## EXPERIENCE

2018 *Universal Processing, New York, USA*  
Apr Digital Media Intern  
Jul —  

- Researched and worked with clients to develop strategic solutions to drive their sales
- Developed campaign ideas to be deployed across different social media platforms
- Designed digital/social content like posters, videos and website

  
2018 *Tian Yu Kong, Shanghai, China*  
Jan Account & Art Intern  
Apr —  

- Drafted the advertising strategy and constructed pitch decks for advertising campaign
- Updated the project schedules and project trackers and coordinated different department
- Assisted the creative team to invent new ideas and advertising campaign
- Presented concepts of ideas with layouts through sketches, illustrations and photography

  
2017 *Breakthrough Social, New York, USA*  
May Social Media Coordinator  
Aug —  

- Created engaging content and graphics on Instagram & Facebook for the clients
- Collaborated and created campaigns with influencers aligned by brand
- Drafted the storyboards for video productions

Constructed pitch decks that provided a quick overview of the brand guide line and strategy