

Peng Gao

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EDUCATION

GEORGETOWN UNIVERSITY, GRADUATE SCHOOL OF ARTS AND SCIENCES

Master of Arts, Culture, Communication & Technology

- GPA 3.89/4.0

Washington, DC

08/2021-05/2023

HONG KONG BAPTIST UNIVERSITY - BEIJING NORMAL UNIVERSITY

Bachelor of Business Administration in Finance

- GPA 3.3/4.0 Dean's list (four consecutive years) Second-class Scholarship 2020

Zhuhai, China

09/2016-07/2020

EXPERIENCE

Dewey Square Group

Grassroots Intern

Washington, DC

08/2023 – Now

- Synthesized client objectives with comprehensive research to generate cohesive strategic briefs including slides deck, one pager and research memo tailored to their business goals.
- Outlined, drafted, and edited social media copy to promote our blogs and initiatives. Collaborated with teammates to draft blogs, press releases, and op-eds based on clients' needs.
- Conducted in-depth competitive analyses within the telecommunications sector, delivering insights to inform strategic decision-making for specific campaigns.
- Led client-centric projects with a focus on strategic planning and timely execution, ensuring milestones were met and deliverables exceeded expectations.

Chandler Foundation

Advocacy and Communication Intern

Arlington, VA

07/2022 - 09/2022

- Facilitated cross-functional team collaboration among designers, writers, and contributors to drive the production of the 'Social Investor' publication. Managed the research process, transforming complex data into accessible articles that aligned with organizational objectives.
- Executed comprehensive information research, enriching a network database with over 300 contacts. Implemented efficient contact management strategies to enhance stakeholder engagement.
- Developed and managed an editorial calendar to streamline the promotion of new publications across social platforms. Spearheaded content creation and curation for LinkedIn and Twitter, enhancing brand visibility and engagement. Analyzed performance metrics to adapt strategies and maintain relevance in evolving market trends.

Ogilvy

Account executive Intern for Intel

Beijing, China

04/2021 -08/2021

- Orchestrated logistics for three high-profile media & communications conferences, coordinating with internal and external stakeholders to ensure event success.
- Crafted press materials and managed media relations, laying the groundwork for successful event coverage and public relations outcomes.
- Conducted biweekly analytical assessments of client needs, producing reports to inform strategic planning.
- Enhanced media strategy development by delivering a key presentation segment on social media trends, directly supporting Intel's market positioning.

NetEase Youdao

Digital Marketing Intern

Beijing, China

07/2022 - 08/2022

- Instrumental in digital platform growth, achieving a daily active user increase of 10,000 within a quarter, demonstrating strong content management and strategy skills.

Price Waterhouse Coopers

Project coordinator Intern

Shenzhen, China

01/2019-03/2019

- Conducted targeted market research to address client business challenges, contributing to the design and delivery of tailored training programs.
- Facilitated a collaborative environment among Marketing, Finance, and Legal teams to ensure program alignment and execution.
- Managed stakeholder relations and logistical arrangements, ensuring program offerings met client needs and PwC's service standards.