

Bing Han

Mobile: 312-659-9308 | Email: hanbing5619@hotmail.com

Website: <https://www.kennybinghan.com> | LinkedIn: [linkedin.com/in/bing-han-657703b5/](https://www.linkedin.com/in/bing-han-657703b5/)

PROFESSIONAL SUMMARY

Communication Studies graduate fluent in Mandarin Chinese and English. Experienced in content creation, internal communication, and cross-cultural collaboration. Skilled in engaging with diverse communities including online, multilingual, and gaming audiences by understanding user behaviour and building strong connections. Proven ability to deliver clear and adaptable messages across digital platforms and bilingual environments.

EDUCATION

Loyola University – Chicago, IL B.A. in Communication Studies, May 2025 | GPA: 3.658

- Persuasive communication, media strategy, public relations, presentation and group collaboration, organizational communication, and rhetorical and media criticism
- Awarded Transfer Academic Scholarship for outstanding academic achievement (*Loyola University*, 2021, 2022)
- Nominated for Outstanding Student, School of Communication, *Loyola University*, 2024
- Nominated for the Community Engagement Award, *Loyola University*, 2024
- Dean's List for outstanding academic performance. *Loyola University*, 2024
- Lambda Pi Eta: Honorary member of the National Communication Honor Society (Since 2025)
- Stock Family Scholarship recipient for excellence in communication (2024)

PROFESSIONAL WORK EXPERIENCE

Kingston Hotel Management Co. Ltd. – Beijing, China

Communication Specialist, Direct to CEO | Jan 2024 – Present

- Created marketing content and branding materials for international promotion, including hotel brochures
- Assisted CEO in developing marketing strategies and conducting market research for business visibility in China
- Supported daily executive communication needs by preparing bilingual materials and organizing information for decision making.

Ericsson GSC (Global Services Center) – Beijing, China

Internal Communications Specialist | Mar 2015 – Feb 2016

- Developed over 50 communication materials and supported 20+ internal training and team events
- Edited monthly reports and produced employee stories to improve internal visibility and clarity across teams

Holidays International Travel Service Guilin Co., Ltd. – Guilin, China

Sales Manager | Apr 2021 – Apr 2023

- Led promotional campaigns targeting U.S. travellers
- Customized and managed independent travel products

Self-Employed

Content Creator | Jan 2021 – Present

- Built a digital presence on Douyin & Bilibili with 31,000+ max views
- Created short-form content using CapCut and basic editing tools
- Maintained an active follower base by monitoring analytics and adjusting content accordingly

Family Matters – Chicago, IL

Volunteer, Family Matters (Project Rise), Chicago | Jan – May 2024

- Supported youth education and development through the Project Rise program

OTHER EXPERIENCE & ACHIEVEMENTS

Pro Esports Player (Crossfire, 2009–2011)

- Competed in national-level tournaments with Z8Games and achieved WOGL Season 2 North America 2nd place