**Xuejiao Shao**

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**EDUCATION**

**Arizona State University[, College of Liberal Arts and Sciences](https://thecollege.asu.edu/" \o "College website)** Aug 2023- Dec 2024

***Master of Science, Applied Behavior Analysis***

* GPA: --

**Purdue University, College of Health & Human Science**   *Aug 2021-Aug 2023*

***Bachelor of Science,* Psychology**

* GPA: 3.6

**Vincennes University, College of Behavioral Sciences**  Jan *2018-May 2021*

***Associate of Science, Psychology***

* GPA: 3.3

**PROJECT EXPERIENCE/INTERN EXPERIENCE**

**Nanjing Normal University Jun *2023- Jul 2023***

- Assist the vice secretary of the School of Psychology in planning, organizing, and coordinating various student activities, increasing student participation, and promoting the learning and personal development of psychology students.

- Review and assess student dissertations, providing feedback and advice to facilitate their academic growth and refinement of research skills.

- Supports the administrative tasks of the vice secretary, including file and data management, and communication with students.

**IMC Campaign Analysis: Critically Analyzing Dove's IMC** *Feb 2023- Mar 2023*

- Conducted a comprehensive analysis of Dove's IMC campaigns, including advertising, public relations, and digital marketing activities

- Examined the consistency and effectiveness of Dove's brand messaging across various channels and touch points

- Analyzed the target audience's response to Dove's campaigns and evaluated their impact on brand image and sales

**Mentoring Research in Adolescents with Intellectual and Developmental Disabilities**

*Jan 2022- March 2022*

- Assisted in designing mentoring programs for adolescents with intellectual and developmental disabilities

- Conducted surveys and interviews to evaluate the effectiveness of mentoring programs on the overall well-being of adolescents

- Analyzed data using statistical software

**Psych Statistics Product Rationality Analysis Project** *Sept* *2021- Oct 2021*

- Researched various products and contacted manufacturers to request full data and explanations for their research claims

- Analyzed the received emails for both data and plausibility of the claims made by the manufacturers

- Synthesized the gathered data and findings to draw conclusions on the validity and effectiveness of the products

**Research on the Legalization of Euthanasia** *Mar 2020- Apr 2020*

- Conducted an interview with medical personnel to gather qualitative data

- Analyzed and synthesized the gathered data to inform written papers on the topic of euthanasia

**EXTRACURRICULAR ACTIVITIES**

**Members, Purdue University's Boilermaker Support Network** *Jan 2022- May 2023*

- Actively participated in weekly, peer-facilitated groups and bi-weekly stress-busting community events

- Helped to improve student mental health and well-being through providing support and promoting mental health awareness

- Gained valuable experience in providing support to those in need and promoting mental health awareness

**Vice President, Vincennes University's International Student Association** *May 2020- May 2021*

- Acted as an ex-officio member of standing committees and provided valuable input in decision-making processes

- Planned officer's orientation, organizational retreats, and end-of-year celebrations, leading to increased team cohesiveness and productivity

- Collaborated with the University President and International Student Association leaders to develop and execute initiatives that supported the academic and social success of international students

**Translator, Vincennes University International Affairs**  *February 2019- March 2019*

- Led a team of students to translate the "Computer Network Wiring" course teaching guide into Chinese for Vincennes University

- Facilitated Vincennes University's recruitment efforts in schools in China by providing a translated teaching guide

**Psychological Facilitator, Vincennes University International Affairs** *Feb 2018- Apr 2019*

- Assisted a young Chinese girl who had experienced trauma by engaging in conversation and play

- Helped to alleviate the girl's grief and encourage her to open up to others

-Provided psychological support and guidance in a compassionate and empathetic manner

**SKILLS**

- Expertise in processing and analyzing data, building dashboards, and performing financial modeling by using Excel

- Proficiency in using statistical software for data analysis and modeling, including hypothesis testing, frequency analysis, and descriptive analysis

- Knowledgeable in DSM-5 and its application in diagnosis and treatment

- Proficiency in English and Mandarin