



JACOB BENJAMIN CHU

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EDUCATION

Purdue University, West Lafayette, IN

Expected Graduation: May 2025

B.A. in Communication, Minors in Management, Creative Writing

Concentrations in Public Relations and Strategic Communication, Media and Mass Communication, Business Communication

- GPA: 3.54/4.00; Dean's List (2021, 2023, 2024), Semester Honors (2021, 2022, 2023, 2024)

WORK EXPERIENCE

Vaisala, Boston, MA

May 2024 – Present

Multimedia Marketing and Communication Intern, Giant Leap Program

- Entrusted with the management of significant projects, creating product how-to videos tailored for sales team, enhancing digital content distributions across several platforms.
- Collaborated with internal stakeholders to identify multimedia needs and create persuasive social media content.
- Led creative process from conception to execution, delivering key project outcomes including published video segments, writing scripts and a well-defined creative process for future use.

FINN Partners, London, UK

May 2023 – Aug 2023

Public Relations Intern

- Collaborated with companies 2K Games, Waitrose, Wagamama, Lakeland and Hobbycraft on various projects.
- Designed look books and created product flashes to enhance brand visibility and appeal for several clients.
- Crafted compelling copy, press releases and client communication, contributing to successful media campaigns.
- Actively participated in client meetings, contributing to strategic discussions and brainstorming sessions.

Big Ten Network, West Lafayette, IN

Jan 2023 – May 2023

Camera and Vizrt/Graphics Operator

- Operated cameras during live broadcasts of Purdue University basketball, baseball, and volleyball games.
- Framed and captured dynamic shots to provide viewers with a captivating and immersive sports experience.
- Operated Vizrt and graphics systems for on-screen graphics, including player statistics, scores, and replays.

PlenOptika, Boston, MA

Graphic Design and Communication Intern

June 2020 – Aug 2021

- Utilized Adobe Premiere editing software to create captivating marketing and advertising content.
- Collaborated with a team of designers and engineers to develop marketing materials and advertisements.
- Enhanced the official website by editing and optimizing photographs.
- Redesigned user manual for PlenOptika QuickSee using Adobe InDesign, improving clarity and user friendliness.

LEADERSHIP EXPERIENCE

Kappa Sigma Fraternity, Purdue University

April 2023 – May 2024

Risk Management Chair, Public Relations Chair, Judicial Board Chair

- Managed risk during functions and events, overseeing safety protocols for gatherings of up to 2,000 attendees and organizing educational programs to enhance risk awareness among fraternity members.
- Ensured strict adherence to Purdue University and Interfraternity Council (IFC) regulations and conduct code, directing a team of 150 individuals to execute and address various crisis scenarios.
- Oversaw Instagram and LinkedIn accounts, awarded Outstanding Communications Program Award (2023)

Safety and Risk Management Authority (SARMA), Purdue University

April 2023 – May 2024

SARMA Coordinator

- Audited registered functions at various Greek-life and cooperative living organizations to report and correct possible infractions of Interfraternity Council (IFC) and SARMA policies.
- Collaborated closely with IFC to align risk management strategies with organizational objectives.
- Helped to write SARMA procedures for other coordinators to use during their audits.