

**Every intellectual revolution  
which has ever stirred  
humanity into greatness has  
been a passionate protest  
against inert ideas.**

**aspiring ad girl / yujia wen**

**jia3166@hotmail.com | canada & china | intern application 2011**

# **I was born with a free spirit.**



**And the tendency to dream – across the subways and seas,  
beyond the ocean of curiosities, and over the realm of  
impossibilities.**

**I have always known where I belonged and I sleep every night with  
the same dose of hope that people wake up with.**

**I want to work for Advertising because it is perhaps the only thing  
other than life itself that I feel so inexhaustibly passionate about.**

## **And I will make it.**

## **/ My upbringings, experiences, and philosophies**

**As a child growing up in China, I've always stored ideas, in my brains, on my canvasses, beneath my instruments, or spurted out during my speech. I always had a different way of cracking the same egg and my logic fluttered quicker than a hummingbird. I moved six times before I even completed elementary school and I learnt to adapt to any situation with the alacrity of a chameleon. I excelled in my academics and took the honour of representing 1,500 students as the School President when I was only twelve.**

**I discovered at a young age that I had a natural thirst for creative communication. I always adored artists because they carried so much poignancy in challenging individuals to think genius and live vivaciously. As a virtuoso in piano and violin for more than a decade, I've learnt that communication is far beyond just verbal proficiency, it is also the ability to engage conceptually through music and art. It is the ability to sell people imagination. And that's exactly what I enjoy – and can do, above all else.**

**I am a strong advocate for learning beyond the classroom, and that's why I have been involved with more than seven organizations since I began University. I'm the Marketing Director for what the *New York Times* dubbed the "largest and longest-running undergraduate entrepreneurship competition in North America" and in 2011, I helped grow participation by 100% with competitors coming from as far as India and South Africa. I'm not afraid of risks. In my freshman year, I applied to teach business lessons to a room of twenty inmates at a minimum-security prison. At 17, I was hired as a piano instructor for the largest Canadian music school franchise where I handled twenty clients weekly as little as 3 and as joyful as 40. And more recently, I had the honour of being the youngest of the 32 students selected around the world to attend the Roger Hatchuel Academy, a creative camp, at Cannes Lions 2010.**

**I'm always hungry for more opportunities and challenges that I can dedicate and commit my heart and soul to. I have been doubted, discouraged and rejected but I have never failed because I'm a fighter.**

**And like you, I believe in things.**

**This past summer, I checked-in to 14 airports and flew around 21 cities in 81 days— from Dubai to Florence to Tibet, I saw and held people not for who they are, but what they are and why they are what they are.**

**And this past summer - I chased after yaks and sat in idyllic monasteries 4,000 meters above ground in Lhasa. I walked by walls of Abstract Expressionists and drank beer by the liters in Munich. I mingled with today's Bill and David until the wee hours at the Gutter Bar in Cannes, and I lived an 8am-to-8pm commuter life with 4 million others that needed subsistence more than sleep on subways in Beijing.**

**And I learnt more about life and beauty than I had wished for out of these 81 days.**

**I'm driven by an insatiable need to learn about the human brain, instinct, experience, and influence in this kaleidoscopic world. I want to inspire, motivate, entertain, and provide for this world with the same creative passion as it has endowed me.**

**And I want to do it through your ads and my ads.**



# Yujia Wen

JIA3166@HOTMAIL.COM

English | 普通话 | 廣東話 | Français

## Employment

**marketing dep't assistant** : 2011 - now  
QUEEN'S UNIVERSITY

**summer intern** : 2010  
SAATCHI & SAATCHI BEIJING

**piano instructor** : 2009 - 2010  
ARCADIA MUSIC ACADEMY

**salesperson** : 2008 - 2009  
STUDENT WORKS PAINTING

## Education

**bachelor of commerce** : 2009 - 2013  
QUEEN'S SCHOOL OF BUSINESS

**roger hatchuel academy** : 2010  
CANNES LIONS ADVERTISING FESTIVAL

## Extracurriculars

**creative director** : 2011 - now  
GLOBAL CHINA CONNECTION

**marketing director** : 2010 - 2011  
QUEEN'S ENTREPRENEURS' COMPETITION

**sponsorship director** : 2010 - 2011  
QUEEN'S CHINESE PRESS

**junior consultant** : 2009 - 2010  
CREO SOLUTIONS CONSULTING

**layout designer** : 2009 - 2010  
COMMERCE REVIEW PUBLICATIONS

**violinist** : 2009 - 2010  
QUEEN'S SYMPHONIC ORCHESTRA

**business instructor** : 2009 - 2010  
S.I.F.E. PRISON LITERACY PROGRAM

**youth council leader** : 2008 - 2009  
ART GALLERY OF ONTARIO

## Enthusiast

*Tibet. Modern art. Advertising. Human instincts. Business & Investment. Classical music. Documentaries. Activists. Interviews. Culture. Youth entrepreneurship. Happiness. Pursuit. Life.*

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Piano | Violin | Clarinet | Xylophone | Harmonic | Guitar



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