

# Xinhui Zhou

Media specialist and Marketing Associate

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## Summary of Skills

- Marketing communication strategy
- Creative problem solving
- Team management skill
- Social Media Marketing
- Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign); Advanced Microsoft Office Skills (Word, Excel, PowerPoint, Outlook); Basic Knowledge of HTML/CSS and Adobe Dreamweaver; Great Photographer

## Education

### University of Toronto

Toronto, Canada

### Honours Bachelor of Arts (Expected Graduation in 2022)

Major in Communication, Culture, Information and Technology

Sept. 2018 - Present

- Studying the impact of new technologies, and how media and technologies interact with commerce, culture and communication
- Related courses: Contemporary Communication Technologies; Rhetoric and Media; Communications Research Methods; Design Thinking; Signs, Referents, and Meaning; Web Culture and Design.

Double minor in Linguistic Studies

Sept. 2018 - Present

- Studying the core theoretical fields of linguistics: the structure of sounds, words, sentences, and meaning, as well as language variation and change, experimental linguistics, first and second language acquisition, psycholinguistics, language teaching and learning, and computational linguistics.
- Related courses: The Sounds of Language; Words, sentences, their structure and meaning; English Grammar; English Words through Space and Time; Language and Society.

## Experience

### Project Experience

#### Social Media Campaign

Toronto, Canada

Develop a marketing campaign for a TV series in a group of four

Mar. 28<sup>th</sup>-Apr 4<sup>th</sup>, 2018

Successfully define problems or opportunities that the specific television series facing.

- Corporate with group members to analyze our target audience and competitors.
- Designed Marketing plan and integrated media plan.
- Made a promotion video and using online marketing across social media platform (Facebook, YouTube.)

## **Volunteer / Other Experience**

### **Humber Valley United Church**

Toronto, Canada

Dec. 1<sup>st</sup>, 2016

- Selling chocolate, water and baked goods before the concert.
- Helping to set up the reception area

### **Islington United Church**

Toronto, Canada

Oct. 20<sup>th</sup>-21<sup>th</sup>, 2016

- Helping to do the packaging