Xinyi "Cynthia" Tu

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EDUCATION

Columbia Journalism School, New York, N.Y.   *Degree Expected Aug. 2023*
Master of Science in Data Journalism
- Selected projects: Analyzed and visualized racial diversity of over 500 Grammy Awards nominations over 30 years. Mapped NYC's public seating deficiency using GoogleMaps API and Adobe Illustrator. Created a visual database of New York City's subway delays using PlayWright and Mapbox.
- Earned class honors in Reporting, Foundations of Computing, Data & Databases.

Emerson College, Boston, Mass.   *Sept. 2018 – May 2022*
Bachelor of Science in Journalism
- Capstone project: a reporting project, which includes a data-driven article and a short documentary, on gentrification and AAPI activism in Boston's Chinatown.
- Luminary Scholarship recipient, Graduated Magna Cum Laude.

JOURNALISM EXPERIENCE

Reporting Intern, Metro News Desk   *June 2020 – Aug. 2020*
Yangcheng Evening News, Guangzhou, China
- Pitched and wrote 30+ stories for print and digital media for one of China's largest circulated newspapers. Covered transportation, education, food, arts, and culture.
- Shot, edited and produced video packages and photographic content of news stories and events. Assisted editors with collecting, analyzing, and visualizing data for a comprehensive data report on the city's nighttime economy.

Correspondent/Photographer   *Sept. 2018 – Dec. 2019*
The Berkeley Beacon, Boston, Mass.
- Pitched and covered campus news for general news section on a weekly basis, worked an average of two days per week while maintaining a full course load. Conducted research and interviews to develop stories.
- Shot photos for hard news and feature stories for the news and living arts sections.

News Production Assistant   *Sept. 2018 – Dec. 2019*
WEBN TV, Boston, Mass.
- Produced and copy-edited scripts for a weekly newscast covering local and international events.
- Created show rundowns with ENPS software. Collaborated with team members and casts, supported Executive Producers as needs arose on set.

OTHER EXPERIENCE

Account Executive Intern   *Feb. 2021 – May 2021*
Ogilvy & Mather, Shanghai, China
- Responsible for daily data monitoring, maintaining database and visualizing data to present to clients. Conducted market research, proposed, and implemented communications strategies for clients. Fact-checked and copy-edited copy to ensure quality content production under tight deadlines.

SKILLS

Data Collection:
FOIA, APIs, web scraping (BeautifulSoup, PlayWright)

Coding & Analysis:
R, Python, HTML/CSS, PostgreSQL, OpenRefine, Microsoft Excel, Google Sheets

Visualization:
QGIS, Adobe Illustrator, ai2html, DataWrapper, Tableau, Mapbox, Canva

Multimedia Production:
Final Cut Pro, GarageBand, ENPS Software, Photoshop, Lightroom, DSLR photography

Language:
Native in Mandarin Chinese

REFERENCE

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