

Tongyu Wu (Lareina)

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PROFESSIONAL SUMMARY

Bilingual communication professional with international experience across US and APAC region. Skilled in corporate communications, brand storytelling, media relations, and internal communications. Experienced in multimedia production, press release editing, campaign delivery, and stakeholder engagement. Fluent in Mandarin and English, with proven ability to strengthen brand visibility and cross-cultural communication.

EDUCATION

The University of Melbourne

Jul 2023 - Jul 2025

Master of International Journalism

- GPA: 71/90
- Relevant coursework: New Media Storytelling, Video Journalism, Audio Reporting, International Business Journalism, Photojournalism

Beijing Sports University

Sep 2019 - Jul 2023

Bachelor of Data Science and Big Data Technology

- GPA: 3.7/5.0 | Relevant Skills: Python, C++

WORK EXPERIENCE

Public Information Intern

Nov 2025 - May 2026

The United Nations Headquarter, New York, US

- Multimedia Production & Visual Communication:** Produce videos, graphic designs and digital communication materials aligned with institutional branding for web, social media and events.
- High-Level Event Communication Support:** Support communication activities for major events and high-level meetings, including on-site coordination, drafting materials and cross-team collaboration.
- Digital Communication & Reporting:** Monitor engagement trends, analyze performance data and contribute to campaign implementation in multicultural international environments.

Communication Intern

Jul 2025 - Oct 2025

People's Daily English Edition, Beijing, China

- Communication Strategy & Project Management:** Delivered cross-platform content (X, YouTube, TikTok, WeChat, etc.) to boost brand visibility, while coordinating timelines, deliverables, and cross-team collaboration.
- Multimedia Production:** Produced and managed 10+ multimedia pieces, handling the full workflow from pitching and research to scriptwriting, filming, editing, and publishing (Premiere Pro, CapCut, Audition).
- Corporate Campaigns & Media Outreach:** Supported 10+ communication campaigns, coordinated guest interviews, and liaised across teams to strengthen stakeholder engagement and timely delivery.

Journalist Intern

May 2025 - Jun 2025

Southern Finance Omnimedia Corp (SFC), Hong Kong Bureau, China

- Bilingual Communication:** Produced financial and business news in Mandarin and English, ensuring consistent terminology and accessible messaging across audiences.
- PR & Translation Support:** Translated and edited press releases, interview transcripts, and media materials to maintain accuracy and support public communication.
- Digital Publishing & Reporting:** Published and scheduled daily LinkedIn posts to promote stories, monitored engagement trends, and assisted in evaluating communication effectiveness.

EXTRACURRICULAR EXPERIENCE

- Personal Social Media Content Creation:** Produced multiple viral videos on personal Instagram, TikTok, and Xiaohongshu accounts, generating ~20M total views and ~1M likes.
- Trend Analysis & Engagement:** Applied audience insights and digital trends to optimize personal content strategy, ensuring consistently high-performing posts.

SKILLS

- Languages:** English (Fluent), Mandarin (Native)
- Tools:** MS Office (Word, Excel and Powerpoint), Adobe (Audition, Premiere Pro, and Photoshop), Canva