

Communication shapes the world around us. Effective strategic communication creates positive image and appropriate representation for an organization or an individual. Utilizing my skillsets and thoughtfulness to create meaningful messages and facilitate effective communication across cultures is a professional aspiration that I have always prepared myself for—as demonstrated through my undergraduate study at UCSD, internship and volunteer experience with leading media organizations, and my determination to pursue strategic communication in graduate school. My career goal is to make social changes by working as a strategic communicator in China’s leading television network.

Through my study at University of California San Diego (UCSD) and internship work at China Central Television (CCTV, CCTN) and China Global Television Network (CGTN), I have gained the technical skills necessary to create communication messages in different media, from writing persuasive essays and TV story script in both English and Chinese to camerawork and film production for both nonprofit organization and commercial audience. Through my extracurricular activities and community service involvement, I have assisted with organizing campus events, highlighting community news as a freelance writer and journalist, and make a positive impact to the city I live in. For instance, through my involvement in a strategic communication project sponsored by the City of San Diego, “Looking into the Future”, we applied the interdisciplinary approach of combining strategic communication with architecture and urban planning to revitalize a neighborhood through street arts and mural decoration to promote cultural awareness and accentuate the dynamic of a multicultural, multilingual neighborhood. I have continuously improved my persuasion skills and experiment with different communication styles to tailor to

different groups of audience. These experiences have reconfirmed my belief in the power of communication and motivate me to take my study of my communication to the next level.

Columbia SPS's Strategic Communication Program is a great platform for me to study and practice strategic communication. I am excited to face the challenges and dedicate extra effort to prepare for the "Communication Practicum" and "Crisis Communication" courses. I believe these courses will help me accumulate wisdoms gained from real practice case studies and enable me to deal with crises and emergencies. I am also thrilled to explore how to apply strategic communication principles at front of both camera lens and in the writing of poignant narrative through courses like "Digital Media and Analytics". Through the "Practice of Leadership" course, I could see myself to become a more effective television director who knows how to encourage others to share their thoughts in front of cameras. I look forward to joining the diversified community and meeting the challenges and opportunities to study with my future peers at Columbia University.