

Yingcong (June) Fu

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Education

Medill School of Journalism, Northwestern University, Evanston, IL Sept. 2016 - Aug. 2017

Master of Science, Journalism, Business and interactive journalism track.

Patrick E Malloy Scholarship, Evelyn Y. Davis Scholarship for top students in business track.

Nanjing University, Nanjing, China Sept. 2012 - June. 2016

Bachelor of Arts, Journalism and Communication

Graduate with honor, Renmin Scholarship First Prize for top 5% ; Guanghai Scholarship for 1%.

Skills

- Language: Mandarin Chinese (Native), French (Elementary proficiency)
- Design and visualization: Adobe Illustrator, InDesign, Photoshop; Sketch, Invision
- Front-end Development: HTML, CSS, Javascript,

Professional Experience

Research Associate, Netpop Research, San Francisco, CA Dec. 2017 - March. 2018

- Contributed to multi-wave customer satisfaction studies and brand tracking studies of Google products.
- Created visualization of quantitative and qualitative research results. Partnered with project managers to design reports and develop strategies for clients to improve the performance of products.

Content Strategist Intern, BestReviews, San Francisco, CA June. – Aug. 2017

- Collaborated with marketing team and product team to optimize SEO copywriting and build up customer profiles that helped the e-commerce startup company better target their audience and do email marketing.
- Conducted social media analytics on Facebook, Twitter, Pinterest and Instagram. Created social media content strategies that significantly increased traffic on Amazon Prime Day .
- Initially created content marketing strategies for a career page and a [mobile app launching project](#) that were highly recognized by the company.

Contributing Writer, Chicago Business Journal, Chicago, IL Mar. - July. 2017

- Pitched and covered enterprise and feature stories on [small business](#), [co-working space](#), [bitcoin](#), etc.

Business Reporter, Medill News Service, Chicago, IL Sept. 2016 – June. 2017

- Produced 10+ multimedia stories in business, finance and technology.
- Stories included [breaking news](#) on Federal Reserves, [economic indicator](#) on Chicago Business Barometer, [earnings](#) and [corporate outlook](#) stories on public technology companies.

Intern Data Reporter, CBNweekly, Shanghai, China Sept. 2015 - June.2016

- Worked for The Rising Lab, a data journalism project at CBNweekly, China's largest business magazine.
- Independently covered 5+ data-driven business trend stories in various industries including retail, delivery, fitness and urban-planning. Stories in retail and delivery received the monthly highest pageviews.
- Used programming languages including R and Python for data scraping and analyzing. Collaborated on a database involving more than 200+ commercial brands in all cities in China.

Journalism Assistant Intern, The Wall Street Journal, Beijing, China June. - Sept. 2015

- Gathered background information and analyzed data in stories about the economy in China.
- Assisted economic reporter translate and successfully contacted sources in breaking news on stock market and features on China's urbanization.