Yingcong (June) Fu

Journalist, Storyteller, Content Strategist

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Education

Medill School of Journalism, Northwestern University,   Evanston, IL   Aug. 2017
Master of Science in Journalism
Focusing on business journalism and content strategy
Awards: Patrick E Malloy Scholarship, Evelyn Y. Davis Scholarship
Nanjing University,   Nanjing, China   Sept. 2012 - June. 2016
Bachelor of Arts, Journalism
Awards: Excellent Graduate, Renmin Scholarship First Prize; Guanghua Scholarship
City University of Hong Kong,   Hong Kong, China   Sept. - Dec. 2013
Exchange Student, Media and Communication
Courses included: Online Communication, Crisis Communication, Digital Journalism

Skills

• Language: Chinese (Native), English (Full professional working proficiency), French (Elementary proficiency)
• Design and visualization: HTML, CSS, Adobe Premier, InDesign, XD, Photoshop.
• Data Analytics: Google Analytics, R, SQL.

Professional Experience

Content Strategist Intern, BestReviews,   San Francisco, CA   June. – Aug. 2017
• BestReviews is a startup company providing product reviews and online purchasing guidelines.
• Collaborated with product team to conducted user experience research, content design and social media marketing. Initially created content strategies for a career page and a mobile app launching.
Contributing Writer, Chicago Business Journal,   Chicago, IL   Mar. – July. 2017
• Pitched and wrote stories in small business and co-working space in Chicago.
Business Reporter, Medill News Service,   Chicago, IL   Sept. 2016 – June. 2017
• Produced multimedia stories in business, finance and technology including breaking news, economic indicators, earning stories and enterprise stories.
Intern Data Reporter, The Rising Lab,   Shanghai, China   Sept. - Jan. 2015, Apr. - June.2016
• The Rising Lab is a data journalism project at CBNweekly, China's largest business magazine.
• Independently covered data-driven business trend stories in various industries by data mining and analyzing data. Worked as data analylist for "Chinese commercial city charm ranking".
Reuters, Intern,   Shanghai, China Feb. – Mar. 2016
• Researched background information, contacted interviewees and analyzed documents in stories about the SAT test as well as labor force in China.
The Wall Street Journal, Intern,   Remote   June. - Sept. 2015
• Gathered and translated background information and searched for sources on stories about the Chinese economy and the stock market.