

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)
- Programming and softwares: 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 start-up company providing product reviews and online purchasing guidelines.
- Assisted in user experience research, content design and social media marketing.
- Created content strategies for a career page and a [mobile app launching](#) for the startup company.

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

- Covered [breaking news](#) and enterprise stories on business and the economy including [economic indicators](#), [earning stories](#) and trend stories in technology and financial industry.

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 business stories on the rising cities in China via data mining and analyzing. Stories included: delivery industry, fitness industry, retail industry and urban planning.

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.