

Yuting Wu

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EDUCATION

The George Washington University

Washington DC, US

Bachelor of Arts in Journalism and Mass Communication

August 2017 - May 2022

- Relevant coursework: Advanced News Reporting, Intro to Web Production, Intro to Video Production, Research Methods, Media Law, Journalism Ethics, Intro to News Writing and Reporting
- Awards: Presidential Academic Scholarship (2017-2022)
- Featured Article: *Shanghai's 25 million people face an underwater future*, published in Planet Forward's series Climate Hits Home (<https://www.planetforward.org/idea/25-million-people-face-an-underwater-future>) and shared by GWU School of Media and Public Affairs official Instagram account

PROFESSIONAL EXPERIENCE

RED(Xiaohongshu), an Instagram-like Chinese social media platform

Remote

Officially Certified Blogger and Vlogger with 6600+ followers

December 2020-Present

- RED is a social media platform regarded as the Chinese counterpart of Instagram
- Produced 30+ videos on college life by independently creating designs, writing scripts, recording, editing, and publishing videos while managing account operations
- Organized a series of online discussions about "Me before and after studying abroad" aiming to attract international students; gained a real-time audience of over 330K
- Established business cooperation with multiple make-up, skincare, and clothing brands including Charlotte Tilbury, Shiseido, Aveda, Smoothskin, and Columbia
- Collected and analyzed data and user feedback; suggested new features to improve user experience, retention rates, Daily Active Users (DAU) and Monthly Active Users (MAU)

The GW Hatchet

Washington DC, US

Reporter for the News and Cultural sections

February 2019-Present

- The GW Hatchet is an independent student newspaper serving the George Washington University community in downtown Washington, D.C.
- Wrote four original stories and covered cultural events on campus and in the broader D.C. metro area
- Ensured stories were featured on the GW Hatchet's website <https://www.gwhatchet.com/author/yuting-wu/>
- Participated in the weekly proposal meeting and pitched story ideas based on social media research, audience feedback, previous browsing data, and the materials in the GW Hatchet database

Shanghai Media Group, China Business News (CBN)

Shanghai, China

Production Assistant at China Business News (CBN)

July 2019-August 2019

- Assisted in the whole production process of program *Money Talk*, including news collecting, scripts drafting, studio recording and editing
- Conducted qualitative research on audience feedback and produced reports on how different media platforms (social media, television and print media) influence audience behaviors
- Delivered a group presentation to the department leader and colleagues to share insights and received high marks

Mercedes-Benz China

Nantong, China

Publicity Assistant

May 2019-June 2019

- Assisted the publicity department in designing promotional plan for new automobiles launch
- Produced and designed materials for social media, created videos for marketing, and planned launching events that significantly increased the sales of Q2 2019
- Communicated with the customer service department on publicity writing

LEADERSHIP

Chinese Student and Scholars Association (CSSA)

Washington DC, US

Publicity Director

June 2018-Present

- Led a team of 20 and organized a series of activities, including supervising and hosting Chinese freshmen orientation, the largest event of CSSA, reaching around 200 students
- Collaborated with other student organizations, sponsors and school departments to fundraise over \$20,000 yearly
- Managed and wrote original posts about students' life on CSSA's Wechat platform which owns over 5000+ followers.

SKILLS

Languages: English (Fluent), Mandarin (Native)

Technical: Documentary Photography, Adobe Suite(Premiere Pro, Illustrator, Spark, Audition, After Effects), R Studio