

A O R U I P I

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Experience

Audience Engagement Producer at Initium Media

Feb. 2024 – Present | Los Angeles, CA

- Develop and tailor multimedia news content, including explainers, interactive and carousel posts, spotlighting major headlines from the U.S. and Europe, political developments in East Asia, and Chinese diaspora stories across the globe
- Led cross-platform social media initiatives (Instagram, Facebook, X, Threads, Bluesky, Telegram), growing Instagram followers by 6.3% in one month and contributing to a measurable uptick in paid subscriptions through targeted, data-informed storytelling
- Write and curate editorial newsletters for a 14,000+ subscriber base, blending sharp news analysis with personalized storytelling to drive engagement and reader loyalty

Editor at Hoover Institution, Stanford University

May 2024 – Present | Los Angeles, CA

- Direct editorial operations for Peking Hotel, an oral history project chronicling scholars, journalists, and diplomats shaping U.S.–China relations, overseeing bilingual multimedia content development, and high-level interview transcripts
- Edit and shape biweekly podcast episodes from music to narration, enhancing narrative clarity, fact-checking for accuracy
- Oversee end-to-end production of a bi-weekly bilingual newsletter, refining copy, guiding design and distribution strategies to grow and engage a cross-platform audience

Social Content Producer at The Xylom

Nov. 2024 – Present | Los Angeles, CA

- Produce and adapt monthly science explainers, short-form videos, animations, and social-first narratives, designed to translate complex research into engaging, accessible storytelling
- Orchestrated cross-platform promotion of editorial features and fundraising campaigns, executing multi-phase rollouts and community-driven initiatives, such as monthly town halls to maximize reach and engagement
- Spearhead The Xylom's Bluesky migration, growing the account to 15K+ followers in Q1

News Editor at Phoenix Satellite Television (US)

Sept. 2023 – Aug. 2024 | Los Angeles, CA

- Conducted interviews, researched and produced daily newscasts, ensuring accuracy and relevance tailored to the North American audience, reaching over 200,000 households
- Hosted "The Strait" radio show, using Adobe Audition to provide comprehensive coverage of mainland China, Hong Kong, and Taiwan, delving into intricate socio-political nuances and developments
- Engaged in on-the-ground reporting and event coverage throughout Southern California, delivering timely and relatable stories to the Chinese community, fostering deeper connections and understanding

Archive Researcher and Translator at PBS Frontline

May – Sept. 2024 | Los Angeles, CA

- Researched and sourced archival footage for the Peabody-nominated documentary "[China, the U.S. & the Rise of Xi Jinping](#)"
- Provided live interpretation during interviews, facilitating seamless communication between English-speaking producers and Mandarin-speaking subjects
- Transcribed and translated interviews, maintaining high accuracy and cultural context to ensure the integrity of the content
- Collaborated closely with the documentary team to refine the storytelling process, contributing to the overall impact of the project

Multimedia Journalist and TV Producer at Annenberg Media

Aug. 2022 – May 2023 | Los Angeles, CA

- Pitched, reported, and wrote daily news articles covering the Los Angeles community, rotating through radio, TV, digital, and social
- Managed a team of five at the WeChat Mandarin Desk, overseeing content review, editing, and posting
- Conducted interviews, sourced stories, and produced video and audio packages, with one reel garnering over [19k views](#)
- Captured journalistic photography for the website and social media, editing images in Adobe Lightroom
- Read my stories here: <https://www.uscannenbergmedia.com/author/aorui-pi/>

Skills

AP Style, Native Chinese, HTML, CSS, JQuery, Java
Microsoft Excel, Descript, Kawping Pro, Canva
Adobe Premiere Pro, Lightroom, Audition,
InDesign, Illustrator, Photoshop
DSLR Photography, Videography

Award

[2024 National A&E Journalism Awards](#)
3rd place, Hard News, Music/Arts Related, Online

Education

Annenberg School for Communication and Journalism
University of Southern California May 2023
Master of Science: Journalism

S.I. Newhouse School of Public Communications
Syracuse University May 2021
Bachelor of Science: Advertising
(Production Emphasis) Dean's list

Minors: French & Francophone Studies & Psychology