

## YUZHENG “Zola” ZHOU

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### EDUCATION

**Northwestern University, Medill School of Journalism**  
*Master of Science* in Journalism

**Chicago, Illinois**  
Aug. 2019

**The George Washington University, Columbian College of Arts & Sciences**  
*Bachelor of Arts in Communication*   *Minor: Journalism*

**Washington, DC**  
May 2018

Relevant courses: Persuasion, Public Relations, News Reporting and Writing, Interpersonal Communication, Feature Writing

**The University of Sydney**  
**Media Studies**

**Sydney, Australia**  
July 2016 – Dec. 2016

Relevant course: Media Relations, Digital Production, and Online Media

### PUBLICATION

**Street Sense Newspaper**

**Washington, DC**

*“Bill Hassay Uses Music to Make A Living”*

April. 2016

Feature story about how a street man makes a living by playing the violin continuously at DC metropolitan area

### PROFESSIONAL AND VOLUNTEER EXPERIENCE

**Purity Events**

**Guangzhou, China**

*Sales Representative*

Mar. 2018-Aug. 2018

- Trained other sales representatives that are responsible for the Guangzhou section to meet their quotas
- Discussed and drafted promotion articles to publish through different media channels such as Wechat and Instagram that targeted Chinese students studying abroad in the United States
- Came up with new ideas such as creating personal discount code for key opinion leaders who have over 1000 followers on Instagram and over 1000 friends on Wechat to raise attention among our target audience
- Managed to find new sales leads in the Guangzhou section of Purity events and sold over 300 tickets and two bottle service tables to the event.
- Contacted different DJs for and settled locations for the event held in Guangzhou

**Xinhua News Agency Washington DC Bureau**

**Washington, DC**

*Intern, Associate Reporter*

June. 2017 – Aug. 2017

- Covered pertinent political news and diplomatic news including U.S. decision to reinforce its military presence in Afghanistan by researching and writing news articles
- Interviewed key figures in the Cabinet, the federal government, and notable think tanks including Center of International Policy, Afghanistan Analyst Organization, and CATO Institute
- Reported news conferences and panels of New America, Center of Strategic International Studies
- Assisted with the video crew by setting up cameras for interviews and shoot b-rolls for broadcast news stories

**Exception Asia Advertising Firm Inc.**

**Shanghai, China**

*Intern, Account Executive*

Nov. 2016 – Jan. 2017

- Managed communications with clients and delivered briefings to the media department and the creative department to provide detailed client needs, campaign procedures and timelines
- Drafted Mentos’s 2017 social media campaign as well as Burger King’s 2017 social media campaign for its initial entry into the Chinese market
- Conducted weekly case analysis on advertising websites such as digitaling.com or adquan.com and researched on our clients’ competing companies to conduct competitor reviews
- Wrote weekly analysis on classic advertising campaigns on our clients’ topics of interests
- Compelled and edited daily clips on clients and important industry news for the office’s reference

**Kathleen Matthews Political Campaign**

**Bethesda, Maryland**

*Intern*

Feb. 2016 – May. 2016

- Canvassed for the candidate through making phone calls and going for outdoor persuasion
- Arranged weekly meetings to keep up with the progress and develop campaigns to reach out to a wider audience

### ACTIVITIES

**Vice President of Hensley Hall**

- Organized “GW Composing” to encourage our residents to recycle and categorize their garbage

### SKILLS

**Languages:** Mandarin and Cantonese (Native), English (Full Professional Proficiency)

**Technical:** Copywriting, editing, Premiere, Media Personality, Final Cut Pro, Wordpress, CSS, HTML