KELLY ZHOU

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EXPERIENCE
June 2013-present

The Orange County Register, Santa Ana
News Reporter, Central & South County
- Reported more than 200 breaking news and feature stories for regional Orange County publication (monthly unique visitors: 2.7 million) and weekly city papers.
- Managed online stories in Onset CMS, social media engagement with readers and web presence via tracking tools.
- Covered poitical controversies, business development, education and more.

June 2012-June 2013

The Daily Bruin, UCLA, Los Angeles
Head Web Producer
- Independently designed and developed websites for stories on dailybruin.com, the website of UCLA's independent student publication (monthly visits: 200,000).
- Experienced with HTML, CSS, JavaScript, WordPress and building responsive pages with Bootstrap. Maintained newspaper's website, blogs and social media presence daily; trained in video production and Final Cut.
- Developed audio slide shows, videos, graphics and interactive features as standalone pieces and as accompanying elements to print articles.
- Led team of 12 web developers and managed products including live elections coverage and international reporting packages.

June 2010-June 2011

Assistant News Editor - Campus Beat
- Generated, assigned and edited more than 350 stories; responsible for leading team of 15 reporters throughout the year; managed breaking news stories.
- Successfully launched inaugural news blog "Off the Press" and increased monthly site traffic by more than 370 percent in four months.

January 2012-August 2013

Participant Media, Beverly Hills
TakePart.com Editorial Contributor and Freelancer
- Wrote and edited more than 130 online stories and photo galleries for TakePart.com, the cause-oriented editorial website of Participant Media.
- Built webpages for online 2012 elections project and contributed content; coded and published website content on company CMS.
- Responsible for maintaining two weekly content series; monitored article visits and website statistics daily.

EDUCATION
2009-2013

University of California, Los Angeles
Bachelor of Arts in Political Science and Mass Communication Studies, with a Specialization in Computing
- GPA: 3.67. Emphases on computer science/web programming, new media and international relations.

SKILLS

- Proficient in HTML/CSS; basic JavaScript, jQuery, PHP, MySQL, Java and C++.
- Experience in responsive design, content management systems (CMS), search engine optimization (SEO) and Google Analytics.
- Adobe InDesign, Photoshop, Illustrator; Soundslides; Audacity; Microsoft Office.
- Basic Chinese and Japanese skills; fluent grasp of AP Style.
- Social engagement tools such as blogs, Facebook, Twitter and YouTube channels.

AWARDS

- Member of the Chips Quinn Scholars 2013 program, Ruby on Rails Girls L.A. 2015.
- Society of Professional Journalists regional awards for Best Online Feature Reporting and Best Online In-Depth Reporting in 2012.
- California College Media Association award for Best Multimedia Presentation in 2012.