Jingshu Zhao

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EDUCATION

University of Michigan School of Information   Ann Arbor, Michigan
Master of Science in Information, Specialization in Human-Computer Interaction   April 2018
- Key courses: Introduction to Interaction Design, Fundamentals of Human Behavior, Python

Communication University of China   Beijing, China
Master of Arts in International Journalism [GPA: 4.0/4.0]   July 2014
- Honors: Excellent Graduate Student,
- *Study Abroad: Centre de formation et de perfectionnement des journalists, Paris, France, July-August 2013*
- *Key projects: Produced a documentary and won Chinese Grassroot Mini-movie Award for Best Director in Taiwan*

China Foreign Affairs University   Beijing, China
Bachelor of Arts in Japanese [GPA: 3.86/4.0]   July 2012
- Honors: Champion of the Japanese Presentation Competition in Beijing
- *Study Abroad: Chubu University, Kasugai, Japan, September 2010 - August 2011*
- *Key projects: Men vs. Women: Difference in Usage Habit of PC and Smartphone, for Media Industry*
  Produced a mini documentary and entered the final of Hida Takayama video competition held by NHK

EMPLOYMENT EXPERIENCE

Beijing Youth Daily   Beijing, China
Social Media Editor   *August 2014-July 2016*
- Operated news accounts on WeChat, a Chinese social media platform, designed content to improve user experience and analyzed data, such as page views and followings, to direct content and marketing strategy
- Achieved a 400% daily increase in followers by initiating a campaign before Valentine's Day when running an account of local news
- Increased over 100,000 followers in 6 months when running a top group of accounts of political news in China

Journalist   *August 2014-July 2016*
- Reported breaking news, features and political observations, which topped major websites once a week
- Had an exclusive interview with Toshihiro Nikai, a top executive in the Japanese ruling party
- Interviewed global politicians, such as Kevin Rudd, and Michael Spence, the Nobel Prizewinner in Economics.
- Achieved "Special Monthly Award from Chief Editor" 4 times and "Excellent Daily Report" once a week

NetEase   Beijing, China
News Application Editor Intern   *April 2014-June 2014*
- Improved the traffic and increased impact of the APP by updating content according to KPI analysis, monitoring competitors' performance, pushing breaking news quicker and discovering new hot topics
- Researched a Japanese news APP to suggest improvements in interface design of the APP
- Cooperated with product team to trial a new functionality of radio news by collecting feedbacks of users

SKILLS

Programming: Python, Javascript, HTML, CSS
Software: MS Office, Dreamweaver, PhotoShop, Final Cut, Premiere
Foreign Languages: English, Chinese Mandarin (Native), Japanese (Level NO.1 of the JLPT)

LEADERSHIP

Member and Director of Campus TV Station, Chubu University   September 2010-August 2011
- Worked as the only foreign director in the TV station with 20 Japanese students, planned weekly program and directed the team to complete VCRs and live broadcast in an innovative way
- Successfully cooperated with the team to complete the 12-hour live broadcast of Campus Festival

Chief Editor of *Elite* (career service magazine), China Foreign Affairs University   September 2008-July 2010
- Revived the dying magazine by leading the team to report advices of employees' from Fortune 500 companies and initiating a campaign to encourage students to design cover for the magazine
- Set up the first operation regulations and precedents for the production, improving the efficiency largely