

TRACY (ZIHAN) ZHANG

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EDUCATION

Stanford University , Stanford, Calif.	September 2022 – June 2023
Master of Art in Data Journalism GPA: 4.1/4.0	
Northwestern University , Evanston, Ill.	September 2018 – June 2022
Bachelor of Science in Journalism and Economics Minor in Film and Media Studies	
GPA: 3.93/4.00 Dean's List: 12 of 12 quarters	

PROFESSIONAL EXPERIENCE

Producer I – New Media, CNN , Washington, D.C.	October 2023 – Now
<ul style="list-style-type: none">Produced data-driven CNN Magic Wall election segments for CNN election coverage by sourcing datasets, analyzing in Python/SQL/Excel, and developing dynamic on-air visualizations in HTML/CSS/JavaScript.Automated live vote analysis pipelines to enable rapid, accurate, real-time updates for broadcast storytelling.Improved and shipped tools generating interactive TV graphics by leading QA/UX (GitHub/Jira/Confluence, Figma)	
Social Video Intern, San Francisco Chronicle , San Francisco, Calif.	January 2023 – April 2023
<ul style="list-style-type: none">Produced original videos for social media platforms using Premiere Pro and After Effects and gained over 200K viewsDesigned video templates for the newsroom to prepare for breaking news and achieve a quicker workflowResearched existing accounts of other news outlets and established a strategic plan to build the paper's online presence	
Social Media and Partnerships Intern, POPSUGAR , New York City, N.Y.	January 2022 – March 2022
<ul style="list-style-type: none">Executed social strategy to increase traffic and account growth across POPSUGAR Facebook, Twitter, and PinterestPitched, wrote and packaged web stories using CMS for the entertainment/music columnContributed to the team's understanding in data and audience by compiling data for weekly and monthly traffic reports	
Journalist Intern/Freelancer, Portrait (RenWu) Magazine , Beijing, China	July 2019 – December 2021
<ul style="list-style-type: none">Reported on overlooked social issues in China such as corruption in the judicial system and the education systemWrote over 15 news stories within two months and received over 5 million viewsFocused on transnational topics and wrote profile and lifestyle feature stories that together received over 1 million views	
Editorial Intern, Vogue (Condé Nast China) , Beijing, China	June 2021 – September 2021
<ul style="list-style-type: none">Copy-edited and fact-checked the August 2021 issue of Vogue Me using Adobe InCopyShoot and produced behind the scenes videos of photoshoots using Adobe Premiere and Final Cut ProCoordinated photoshoots and interviewed 10 world-famous dancers for the October 2021 issue of Vogue Plus	

CAMPUS AND LEADERSHIP EXPERIENCE

Data Journalist/Multimedia Producer, Peninsula Press , Stanford, Calif.	September 2022 – June 2023
<ul style="list-style-type: none">Developed <u>Campus Crimewatch</u>, a reproducible web app for centralized and accessible campus crime data featuring interactive map and data visualization, using HTML, CSS, and JavaScript within a 10-week timeframe.Reported Bay Area stories utilizing video production, immersive journalism, and data journalism techniques.	

SKILLS

Digital Media: Adobe Creative Suite (Premiere, Photoshop, InCopy, InDesign, After Effects), Excel, Figma, Final Cut Pro
Programming: CSS, HTML, JavaScript, Python, R, SQL, Stata
Language: Mandarin (native), Korean (working proficiency)