ZIHUAN NIE

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**PROFESSIONAL SUMMARY**

Detail-oriented third culture kid with passion for curating meaningful experiences and engaging in authentic storytelling for the lifestyle, luxury, hospitality, and insurance industries, both agency side and in-house.

**EDUCATION**

**NEW YORK UNIVERSITY**

M.S. in Public Relations & Corporate Communication

Sep 2019 – Jun 2021

B.A. in Communication; B.A. in International Business

**UNIVERSITY OF CALIFORNIA, SAN DIEGO**

Sep 2015 – Jun 2019

**WORK EXPERIENCE**

Sep 2021 – Present

**Communications Coordinator**

ISO Student Health Insurance

* Lead business development for product launch in the UK managing all project scheduling and marketing
* Conduct market/competitor research to analyse client insights to adapt marketing campaigns accordingly
* Manage 4+ social media & email campaigns ensuring assets/content are delivered timely and distributed
* Collaborate internationally with teams in China and the UK to align and strategize partnership approaches
* Research KOLs to partner with and refreshing database of 50+ contacts, maintaining long-term relationship

**Public Relations Intern**

V.I.P.R Agency

Jan 2020 – Sep 2021

* Executed 3 large-scale activations for social amplification and engagement, gaining 20,000+ impressions
* Crafted all communications materials such as email pitches, press releases, presentation decks, and fact sheets
* Liaised with creators on behalf of clients to promote brand awareness, overseeing all partnership negotiations
* Conducted media training sessions with all clients prior to public facing events & rehearsed talking points
* Oversaw 4 client accounts simultaneously and actively sought press opportunities or brainstormed event ideas

Apr 2018 – Sep 2018

**Research Analyst Intern**

Bespoke Partners

* Collaborated with Principals and assisted with preparation of pitch/proposal decks for prospective clients
* Supported C-suite recruitment by creating 3-tiered strategy template implemented throughout company
* Optimized search time by 2+ hours after reorganizing and updating the database containing 200+ profiles
* Transcribed call notes and formatted candidate interview templates weekly to ensure standardization
* Scheduled internal & external client meetings on companywide calendar and other administrative duties

**SKILLS**

**LANGUAGES:** Fluent in Mandarin, Hungarian, English; limited working proficiency in French and German

**SOFTWARE:** Campaigner, MailChimp, InDesign, Microsoft Office, Google Suite, Cision

**RELEVANT PROJECTS**

* NYU Real World–Porsche: produced business strategic plan to launch Taycan to designated audiences
* Formulated social media plan for ‘Ship’ to improve brand awareness and highlight value propositions
* Negotiated yearly sponsorship rate of $800 as Public Relations Officer in Chinese Business Society