Wenyi Zhu

1400E 55th Pl | Chicago, IL 60637 | 872-904-5299 | wyz@uchicago.edu | https://wenyizhu.cargo.site (portfolio)

Data-Driven Social Media Analyst | Digital Marketing Strategist | Dating Sim Game Researcher

EDUCATION

The University of Chicago — Chicago, Illinois

Master of Arts in Humanities (Cinema & Game Studies) — Expected, December 2023

Thesis Project: "Negotiating Gameplay Rules: A Study of Chinese Otome Game Players' Tactics with Game Producers"

Xi'an Jiaotong-Liverpool University (XJTLU) — Suzhou, Jiangsu, China

Bachelor of Arts in Communication Studies | GPA:3.9/4.0, Rank: 1/70 — July 2021

Named Awards: National Scholarship (2020), University Academic Excellence Award (2018-2020)

MARKETING & SOCIAL MEDIA EXPERIENCE

NIKE Sports (China) Co., Ltd. — Shanghai, China

Social Media Marketing Intern — December 2021 – August 2022

- Facilitated the implementation of marketing campaigns on social media platforms, focusing on Little Red Book, a popular Chinese social and ecommerce platform, to drive awareness of Nike women's new product launches.
- Strategized and executed the #Nike OOTD hashtag development, optimized influencer content marketing matrix and UGC incentivizing programs, resulting in a M/M growth of 1.33 million+ hashtag views.
- Conducted competitor analysis and used the findings to adjust Nike official accounts' operation strategy, improve SEO and paid SEM, and enhance metrics, achieving a growth of 16k+ followers (a 45% YoY increase) and a 173% boost in engagement.
- Devised and designed an online editing system for order progress tracking to facilitate fast and efficient sharing of product demand, ordering status, and arrival information, leading to a 50%+ increase in ordering efficiency.

Weber Shandwick (Shanghai) Co. Ltd. — Shanghai, China

PR Intern for Fashion & Lifestyle Team — June 2021 – September 2021

- Assisted with PR strategy development and media sourcing for GUESS, BOSIDENG, and Mido (watch), conducting desk research & soundbite analysis, drafting display desks, as well as designing the slogan for the GUESS X CLOTTEE campaign.
- Supported daily PR activities for GUESS's Disney collaboration collection launch to drive brand awareness and impression.
- Managed 1K+ product samples, compiled sample lists, drafted press releases, conducted social listening, produced monthly reports, and supported media outreach, driving GUESS's Q3 PR values up by 33%.

Modern Media Technology Co., Ltd., (NOWNESS China) — Shanghai, China

Social Media Content Planning Intern — September 2020 – November 2020

- Managed NOWNESS China's social media accounts on WeChat and Weibo to boost post impressions and engagement.
- Assisted in planning art and culture topics, designing layouts, and optimizing operational strategies, resulting in an increase of 10K+ followers and a 15% improvement in completion rates.

LEADERSHIP & COMMUNICATION EXPERIENCE

La Strada (A non-profit film club based in Suzhou) — Suzhou, Jiangsu, China

Event Planner & Coordinator — September 2019 – June 2020

- Led screening event planning and execution (setting up venues, running the registration table), resulting in 10+ successful screenings.
- Managed team resources and implemented performance evaluation and improvement measures to enhance team productivity.

XJTLU Student Magazine *X Mirror* — Suzhou, Jiangsu, China

Art Editor-in-Chief — December 2018 – September 2020

- Led the design, editing, and publication of three issues of the newly created student magazine, leading to a circulation of 6K copies.
- Managed and trained the design team, established standards and created a manual for layout design, in collaboration with the faculty advisor and editorial team.

SKILLS & LANGUAGES

- **Professional Skills:** MS Office, data analysis (pivot table & VLOOKUP), social media content creation, event planning, coding (Python & HTML), graphic design (PS, AI & ID), video editing (PR & Final Cut Pro), photo shooting (Sony A7M3)
- **Languages:** English, Chinese, Japanese (entry level: N4)