

Zhaoyu Ding

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EDUCATION

Graduate School of Media and Governance, Keio University
Master's degree, major in Global Governance & Regional Strategy

Tokyo, Japan
04/2023-06/2025

- **GPA:** 4.0/4.0
- **Scholarship:** 2023 JASSO, 2024 Nomura Foundation, Keio Research Encouragement Scholarship.

Graduate School of Management Engineering, Politecnico di Milano

Exchange program, major in Sustainability Management

Milan, Italy
02/2024-08/2024

- **Courses:** Sustainability Assessment, Digital Business Strategy, Territorial Valorization.

School of Social Sciences, Xi'an Jiaotong-Liverpool University

Bachelor's degree, major in Communication and Media Studies

Suzhou, China
09/2018-07/2022

- **Honor:** Second Class Honors, Upper Division
- **Courses:** Communication Studies, Creative Industries, Digital Advertising, Public Relations.

PROFESSIONAL EXPERIENCE

Chery Automobile Co. Ltd

Digital Marketing Specialist (Intern)

Hefei, China
12/2022-01/2023

- Managed and optimized SNS platforms for the brand's digital presence, directing and creating a PR promotion video for the new model of Chery electronic automobile.
- Collaborated with cross-functional teams to enhance content quality, ensuring compliance with corporate branding guidelines.

Skills: Creative writing, Social media marketing, Cross-functional collaboration.

Decathlon Co. Ltd.

Public Relations Specialist (Intern)

Shanghai, China
06/2022-10/2022

- Executed social media content strategies, integrating brand values to increase customer engagement.
- Partnered with marketing, design, and product teams to create cohesive campaigns, enhancing product launch success.

Skills: Strategic planning, Branding, Trend analysis, Public relations.

Television and Broadcasting Station of Anhui Province

Editor (Intern)

Hefei, China
06/2021-12/2021

- Conducting background research for the program's topics, audiences, and developing story ideas, segment outlines, and episode themes.
- Contributed to the management and dissemination of content of TV program on digital platforms, optimizing the distribution of broadcast materials, enhanced viewer engagement increase by 13%.

PROJECT EXPERIENCE

Project Manager on SDG Policy-making

05/2024

- Managed a project team by using System Dynamics modeling Stella to simulate policy impacts of agricultural waste water from Egypt and Ethiopia, contributing to strategic decision-making for SDG goal 6, 7, and 8.

Graduate Student Representative of Keio University

12/2023

- Performed as a seminar coordinator, assisting in organizing meetings with scholars from Stanford University and presenting research as graduate student representative of Keio University.

British American Tobacco ESG Leadership Competition

10/2023

- Led workshops on sustainability and corporate governance, collaborating with industry experts to address ESG issues in Japan's supply chains.

Journalism Practice

06/2022

- Conducted an in-depth journalist interview and wrote an journalist article for *Times. Voice of China*.

ADDITIONAL INFORMATION

- **Languages:** Chinese (Native); English (Professional level: TOEIC 885; IELTS 7.0); Japanese (JLPT N1)
- **IT skills:** Microsoft Office, Adobe After Effects, Adobe Illustration