

Yixin Zhao

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EDUCATION

Teachers College, Columbia University, New York, NY

M.A in Communication and Education, Expected May 2015

Beijing Jiaotong University, Beijing, China

B.A in Communication Studies, July 2013

PROFESSIONAL EXPERIENCE

Lifeweek Magazine, Beijing, China

Intern

August 2011 - February 2012

- Attended weekly topic selection meeting to communicate with journalists
- Contacted interviewees and recorded interviews to assist the journalist
- Transcribed interview recordings for editorial use
- Translated English documents as reference for article writing

RESEARCH EXPERIENCE

Research Project on Public Transportation Mobile Television, Beijing, China

Researcher

March 2012 - August 2012

- Summarized industry and academic research status of public transportation mobile television, mainly of bus and subway to prepare for later research
- Surveyed the audiences and their preferences for programs of mobile television on the bus and subway in Beijing by designing and distributing questionnaires
- Published article *Industry Status and Development of Advertising on Public Transportation Mobile TV* as first writer result from content research on dominant channels after the project

Establishment of Traditional Cultural Website Project, Beijing, China

Web Interface Designer

March 2011- March 2012

- Communicated weekly with team members about each other's work to ensure progress of the project
- Designed logo and interface of Chinese Culture Website System including Classifieds website, BBS, Blog and Online book store to present cohesive visual effect
- Contributed ideas of perfecting website in terms of user experience throughout the process

PUBLICATION

Zhao Yixin, & Wang Hai (2012, November). Industry Status and Development of Advertising on Public Transportation Mobile TV. *Northeast Communication*, 99, 39.

SKILLS

Proficient in Windows, Microsoft Office, Photoshop, Adobe Premiere Pro CS 4, Audacity

ACTIVITIES

Editor of classical music section at radio station of Beijing Jiaotong University, 2009-2010

Pipa Player at Chinese Folk Music Group of Beijing Jiaotong University, 2009-2013