

# JIA NIU

**Creative / Organized**

**Hard working / Quick learner**

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## Objectives

I'm an experienced journalist & multimedia producer seeking a full-time opportunity in the discipline of journalism, media production, digital media. Strong familiarity with news reporting and feature writing. Strength in content creation, video production and graphic design. Up to date with all relevant social media tools.

## Highlights of Qualifications

**Journalism:** A nose for news, a passion for journalism and a reputation for impeccable ethics.

**Content Creation:** Multimedia news package, videos, infographic, blogging, presentations.

**Social Media:** Audience engineering, engagement, automation tools

## Education

**Northeastern University** 3.8/4.0

01/2013—04/2014

*Master, Digital Media*

**Hong Kong Baptist University**

09/2009—06/2010

*Master, International Journalism Studies*

**Hong Kong Baptist University**

09/2005—06/2009

*Bachelor, Journalism & Communication*

## Working Experience

**Social Good Marketing, Inc.**

06/2013—12/2013

**Digital Marketing Intern Manager**

**Boston, MA**

- Developed the integrated marketing plan for non-profit organizations to increase brand awareness, including evaluating target markets, social media and inbound marketing.
- Designed & built websites by using wix.com and optimized search engine ranking which increased an additional 75% new visitors.
- Produced commercial video for non-profit organizations & events.
- Created press releases, media advisories, press kits for media contacts and distributed to local media.
- Supported interns and managed projects, including distributing tasks and solving problems

**We'reHair.com**

06/2013—08/2013

**Social Media Intern**

**Boston, MA**

- Increased the number of social media followers and drove events attendance by developing and implementing an integrated marketing plan.
- Led a team composed and scheduled optimized social media content on HootSuite, and resulted in 73% increase of Facebook page likes.
- Created daily content for multiple social media platforms across different industry verticals.
- Developed and managed online marketing campaigns.
- Measured and optimized content based on analytics and create report.

**Freelance Digital Media Production**

01/2012—08/2013

**Multimedia Producer**

**Boston, MA & Miami, FL**

- Filmed and edited documentaries, such as Boston Quidditch, Homestead Rodeo, Tampa SkatePro, Shake A Leg Miami.
- Produced and filmed promotion and commercial ads for non-profit organizations like Tedxwomen, Asian Women For Health, PWOCN, NUCSSA.
- Designed infographic for Visual Florida website.
- Built personal websites wireframes.

**VCOM Digital Network Co., LTD****06/2010—08/2011****Program Associate & News Editor****Shenzhen, China**

- Produced online news & entertainment program.
- Wrote newsletters and designed layouts
- Analyzed audience rating to make adjustments for the program.
- Communicated with client and made marketing strategic plan.

**EEKA Fashion Co., Ltd****06/2009—08/2009****Media Specialist****Shenzhen, China**

- Created press release and follow-up report for new clothes releasing fashion show.
- Coordinated with media sponsorship to get media exposure.
- Wrote new clothing line marketing strategic plan.

**Magazine Editor**

- Response for topic selection, target positioning for fashion magazine *Bloom*
- Wrote personal features, copyedited manuscripts.

**Phoenix Satellite Television****06/2008—12/2008****Production Assistant/ Intern Reporter****Hong Kong**

- Produced the weekly program Walking Olympics Game and daily program Gold Stone Financial News.
- Produced a 72-minute documentary and writing storyboard about Taiwan Gangland Organization.
- Researched and reported events as Hong Kong Book Fair, waste disposal of the Olympic equestrian etc.

**Hong Kong Sing Tao Daily****03/2008****Special Correspondent****Taiwan**

- Covered the 2008 Taiwan presidential election.
- Interviewed and featured President Ma Ying-jeou

**Hong Kong San Po Yan****03/2007—03/2009****Reporter & Editor****Hong Kong**

- Covered on local events towards society, economic, education, sports, issues and features.
- Copyedited different sections.
- Designed graphics and layouts.
- Filmed and edited news video packages.

**Extra-curriculum Activities****Asian Women for Health****10/2013- Present****Volunteer Photographer & Videographer**

- Produced and edited video for CelebrAsians: Cancer Walk on the Runway.
- Still photography for TranformAsians conference at Dana-Farber Cancer Institute

**Association of Mainland and Hong Kong Youth****03/2006—09/2007****Vice President of Public Affairs**

- Responsible for interactions among other universities in Hong Kong, as well as the relations with government, and attended Government Association on behalf of university.

**Nanjing Academic Exchange Group****12/2006****Ambassador of Cultural Communication**

- Founded and managed the academic exchange group between Hong Kong and mainland college students to strength the mutual cultural exchange.

**Skills****Language:** Mandarin (Native), Cantonese (Native), English (Fluent), French (Learner).**Media Production:** Final Cut Pro, Logic Pro, Adobe Creative Suite, Avid Media Compressor, MS Office**Social Media:** Maintenance, Audience Development, AdWords, SEO, Creative Design, Online Campaign