

Haiyun (Helen) Zhang

+1 650-695-8421 | hz385@georgetown.edu

EDUCATION

Georgetown University

Master of Art in Communication, Culture, and Technology

Washington, DC

August 2022-Present

- **Relevant Coursework:** Media Management, Sentiment Analysis in Social Media

New York University

Bachelor of Science in Media, Culture, and Communication

New York, NY

January 2019-January 2022

- **Relevant Coursework:** Business of Media, Advertising Campaigns, Innovations in Marketing, Business of Producing, Media and Cultural Analysis, Business Structure of Music Industry, Entertainment and Media Industry

PROFESSIONAL EXPERIENCE

Social Responsibility Practitioners (SRP) – Remote

Media and Sustainable Development Education Intern

New York, NY

January 2022-April 2022

- Initiated digital media plans, including discussing the trending social issues to broaden the target audience for UN SDGs
- Analyzed survey reports and generated SRP's WeChat platform user report through monthly data tracking

Blue Focus-Linkus Digiwork Joint PR Project – Remote

Integrated Marketing Intern

Shanghai, China

February 2021-June 2021

- Conducted **competitive analysis** to advise on future plans for **5+** clients, including Tencent Honor of Kings, the Top 1 game in China, with 50+ million daily active users worldwide
- Attracted **3000+** participants online at the Inner Mongolia Yili Group's social media PR event by conducting **consumer research** and **designing slogans** for each brand in the campaign
- Worked cross-functionally with consulting, creative production, and finance departments to launch online and offline marketing campaigns such as the Tencent Honor of Kings Cultural Campaign and Ping An China Insurance Events
- Redesigned Tencent Honor of Kings and Inner Mongolia Yili's brand images to broaden the target audience

Phoenix Satellite TV, Sustainable Enterprises for Earth and Development Institute (SEED)

Media and Research Assistant

Remote

July 2020-September 2020

- Completed preliminary research on the topics of educational environment in African countries and Chinese companies' performance in foreign countries
- Published four articles (e.g., on how the use of new technology promoted sustainable education in African countries) based on research and data analysis, covered in **3** mainstream media websites: Baidu, Netease, and The Odyssey
- Worked with **10+** social media platforms and companies on media relations and partnership development

Dongfang Jinming Cultural Communication Co., Ltd.

Media Intern

Beijing, China

December 2019-January 2020

- Authored and published publicity press releases for TV series on mainstream media websites
- Brainstormed advertising plans for a TV series by conducting **industry research** and posted original content on TikTok, resulting in a score of **7.3** given by all the viewers on the platform

Millbrae Community Television Station

Media Intern

Millbrae, CA

October 2015-March 2016

- Led fellow colleagues to edit and publish the recorded Chinese news videos each month, resulting in **300+** views on YouTube and Millbrae Community Television channel
- Translated English news into Chinese and presented the translated version as the Chinese version show host

PUBLICATION

Flying Against the Wind - A Collection of Interviews by Chinese Students Overseas (ISBN:9787207111104)

Interviewer/Author

January 2017-October 2017

- Interviewed 11 Chinese immigrants and international students about their study-abroad experience in the context of globalization with different international students in the United States and talked about how the interviewees find their identities and achieve their goals with their experiences and knowledge
- Combined and edited voice recording components with personal stories into a compilation of international students' reflections; published the book in 2017

SKILLS & INTERESTS

- **Languages:** English (Fluent), Mandarin (Native), Korean (Entry Level), Spanish (Entry Level)
- **Technical Skills:** Word, Excel, Powerpoint, Photoshop, Adobe Premiere (Basic), Final Cut Pro, Lightroom
- **Certification:** Google Analytics for Beginners, Advanced Google Analytics, Google Analytics for Power Users
- **Volunteer Experiences:** Plitzs New York Fashion Show - *Event Operation Volunteer*
- **Interests:** Cooking Asian Cuisine, Drawing, Reading, Hip-pop Dancing, Guitar, Writing Film Reviews