

Yuting Zhou
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EDUCATION

Emerson College <i>Bachelor of Science in Public Relations, Minor in Economics</i> • GPA: 3.8 / 4.0 • Honors: Dean's List; Pioneer Scholarship • Relevant Coursework: Introduction to Public Relations(A), Online Content and Strategy(A), Survey Research Methods(A), Conflict and Negotiation(A), Intro to Marketing, GCE Business Management,	Boston, Massachusetts 09/2022-12/2025
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WORK& PROJECT EXPERIENCE

Ruder Finn AAE Job Description: social media management and content production, event execution, cross-boarder e-commerce branding, digital branding ○ AIA (HongKong) press conference : Provided strategic support for AIA Insurance' s media press conferences, overseeing pre-event planning, media engagement, on-site execution, and post-event impact assessment to maximize brand visibility and media coverage. ○ World Gold Council digital branding: In charge of Weibo brand-building initiative for WGC CEO David Thai, driving strategic positioning, competitive benchmarking, content strategy. ○ Shopify content customization: Developed localized content strategies, multilingual content adaptation, and WeChat marketing initiatives for Shopify, facilitating its entry into the Chinese market while optimizing audience engagement and brand resonance.	Shanghai, China Oct 2024 – Jan 2025
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Zhongxuegao (Chicecream) PR Planning ● Strategic PR Planning: developing PR Plans, focusing on core issues such as scandle soving and social awareness increase. ● Market Research & Competitor Analysis: Conducted SWOT analysis, consolidated media resources to optimize brand communication strategies. ● Media Communication Strategy: Executed PR media plans, including social media management, press conferences planning, organizing brand events, executing advertising campaigns, email marketing, and managing public sentiment. ● Evaluation of Communication Strategies: Measured the impact of PR plan through social media data tracking, public sentiment analysis, media ROI evaluation, and fundraising conversion rate monitoring. Adjusted content strategies, including optimizing short video pacing and upgrading social media visuals.	Boston , Massachusetts Sep – Dec 2022
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The Berkeley Beacon Newspaper Photojournalist ● Topic Pitching : collecting news materials for 10 news topics related to the arrest of students during Palestinian protest at the college,resulting in an invitation from the Boston Globe for a collaborative feature report. ● News Planning: Participating in the planning of news topics, content frameworks, interview guides, co-produced 14 news pieces. ● Interviews and Reporting: Conducted in-depth interviews for human-interest and historical feature stories, Co-authored 8 human-interest feature reports. ● News Photography: Participated in news photography, covered 6 reports including sports events (Boston Marathon, HOCR Regatta), weather features, and entertainment stories, producing photo news.	Boston, Massachusetts Sep 2023– May 2024
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SKILLS

Languages: Mandarin(native), English(fluent)
Technical Skills: Office Software(World, PPT,Excel, Outlook), SPSS Data Analysis, SQL
Photography& Post-production: Photography, video shooting , photo editing
Graphic Design: Canva, Photoshop