

Jiayi Zhang

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EDUCATION

University of North Carolina, Hussman School of Journalism and Media. **Chapel Hill, NC**
Bachelor of Arts – Journalism May 2027
Minor: Global Cinema GPA: 3.85

EXPERIENCE

Hive Center for Contemporary Art **Beijing, China**
Curator Assistant and Front Desk May 2024 – Aug. 2024

- Wrote and designed 20+ social media posts on various platforms
- Collaborated with curators on exhibit setups, artwork labeling, installations, and de-installations
- Helped answering visitors and collectors' questions
- Designed event flyers and exhibition guides for 2 exhibitions
- Helped filming 2 live opening ceremonies
- Organized artworks photo gallery on website

Happy Moma Art Education **Beijing, China**
Voluntary Art Tutoring Assistant May 2022 –

- Tutored 4 children art camps, each 1-2 weeks long
- Filmed and conducted interviews for 4 children art camps
- Helped creating class slides, distributing materials, and guiding students to paint

DRD Automation GmbH **Online**
Part time translator and Manager Assistant May 2022 –

- Organized international meeting agendas; scheduled meetings based on time zones of offices
- Translated meeting slideshows and emails English to Chinese and vice versa

Ogilvy Beijing **Beijing, China**
Intern Jan. 2022 – Feb. 2022

- Produced PR & advertisement pitches for Ogilvy clients (Huawei; Coke, etc)
- Audited marketing & advertisement meetings; wrote meeting summary; summarized case studies

LEADERSHIP AND INVOLVEMENT

School Broadcast Carolina Week **Chapel Hill, NC**
Promotional Videomaker Nov. 2024 – Dec. 2024

- Produced a promotional video package (30-second ad and 2-minute feature) for Carolina Week independently, including concept pitching, treatment development, pre-production, shooting, and editing
- Operated a Canon 5D Mark III; edited footage in Adobe Premiere

Daily Tar Heel **Chapel Hill, NC**
Audio-Visual Desk Staffer Sep. 2024 –

- Edited street interview (Words On The Streets) using Descript
- Record footages of weekly podcasts (Before You Vote; Hark The Pod)
- Record podcast (Heel Talk)

Microcosm Digital Magazine **Online**
Outreach Team Leader & Column Writer May 2022 – Sep. 2023

- Planned outreach team agenda, revised interview scripts

- Reached out to sponsors and interviewees for monthly publication
- Wrote on women rights in Myanmar, LGBTQ in China, climate change in central Europe etc. (5K+views/month)

SKILLS AND INTERESTS

Languages: Mandarin, English

Software: Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Figma, Visual Studio Code