



Youyou Zhao

yzhao82@syr.edu
(+1)315-447-6944

Skills

Chinese (Fluent)
Microsoft Word
PESO Certification
Adobe Premiere Pro
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Blender
Instagram
Sina Weibo

Courses

COM 117
Multimedia storytelling
PRL 315
Public Relations Research
VIS 207
Introduction to
Graphic Design
CAR 101
Introduction of
3D animation

Activities

**The Hottest Start-up
Company at the MicroBiz!**
commercial contest
Autumn 2018

**Silent Basement
Band**
Bass Player

Xcuse
Performance Member

Education

S. I. Newhouse School of Public Communications
Syracuse University, Syracuse, NY
B.S. Public Relations May 2025
Animation and Visual Effect Minor
GPA: 3.75

Experience

Chinese Union SU Division
Syracuse, New York
MAY 2021 - MAY 2022

CU Executive Board member in Project Management department

- Wrote the plan for school events, maintained the order on the site; facilitated one 100-people Mid-autumn festival party and one 30-people live-house event
- Edited videos for SU promotion on WeChat, to be seen by the Chinese Syracuse students; provided information about the Maxwell School of Citizenship and Public Affairs at Syracuse University
- Facilitated the management of CUSU in Shanghai during the Covid period by assisting in holding a 30-people ice-breaking party; interviewed the new member of CUSU in Shanghai

Yuz Museum
Shanghai, China
JUNE 2023- JULY 2023

Media Internship

- Collected artists and artworks information of the "A Journey" exhibition for social media promotion.
- Captured photos and Edited videos for Instagram content
- Designed a unique mascot logo featuring "Puppy Yoda" to represent the museum's brand

CIEE Shanghai Global Program
Shanghai, China

SEPTEMBER 2021 - DECEMBER 2021

Outstanding Student Representative

- Organized events for students; helped teachers and professors communicate with students; contributed to the 150-people Halloween activities; provided one 40-people Thanksgiving party for students to show themselves

The LianTronic Company
Shenzhen,Guangdong, China
AUGUST 2020 - AUGUST 2020

Assistant

- Collaborated with team members to analyze post-data metrics of audiences, including and engagement percentages, gender breakdown, in order to predict campaign success in the future
- Took notes for three important meetings; made schedule for other colleagues