

Zhenyi Zhou

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Creative Public Relations and Advertising Master's candidate skilled in crafting impactful digital communication strategies. Specialized in drafting compelling materials, leading social media campaigns, and optimizing web content, to enhance brand visibility.

EDUCATION

University of Southern California | Expect May 2024 | Los Angeles, CA

Master of Art - Public Relations & Advertising

Specialized coursework in Persuasive Writing, Strategic Public Relations, Multimedia Content Creation, Data Storytelling.

University of Washington | Sep 2018 - Jun 2022 | Seattle, WA

Bachelor of Arts, Honor degree in Linguistics - Communication; Linguistics

Study Abroad - **Xi'an Jiaotong Liverpool University** | Jan 2021 - May 2021

PROFESSIONAL EXPERIENCE

Assistant Account Executive | PRSC (PRSSA Student-run Agency) | Jan 2024 - Present

- Spearheaded strategic event initiatives for pharmaceutical clients, forging strong relationships with industry stakeholders to augment event attendance and spotlight healthcare experts.
- Pioneered on-campus outreach strategies, leveraging influencer collaborations to maximize campaign reach and engagement among diverse demographics.
- Craft persuasive pitches and press releases to secure coverage in school publications, enhancing the visibility of client campaigns across student population.

Public Relations/Marketing Intern | Mucker Capital | Jun 2023 - Dec 2023

- Contributed to the development of compelling media alerts and pitches, supporting a 20% uplift in event attendance and a 10% increase in overall brand visibility.
- Drove a 25% increase in quarterly email marketing subscriptions by implementing targeted SEO strategies and comprehensive marketing monitoring.
- Revitalized social media strategy, boosting post impressions by 30% through enriched A/B testing and strategic content scheduling.

Public Relations Consultant Intern | LMJPR | Jan 2023 - Aug 2023

- Compiled detailed market research reports and gathered data for healthcare clients; assisted in influencer strategies, leading to a 15% boost in positive media sentiment; enhanced media outreach efficiency by developing and maintaining media lists and editorial calendars
- Optimized client impact by preparing complementary materials for podium presentations and media training in diverse accounts.

ACADEMIC PROJECTS

"CVS Project Health: Why Health Screening?" | USC | Jan 2023 - May 2023

- Crafted a multimedia campaign to enhance health literacy and promote CVS Project Health's free screenings in underserved areas. Identified critical audiences and challenges, devising strategic tactics to increase screening awareness.
- Created a project-dedicated webpage using WordPress and HTML, showcasing the campaign's strategies and visual elements effectively.

"Climate & Mental Health and Campaign Development for Headspace" | USC | Aug 2022 - Dec 2022

- Conducted extensive qualitative and quantitative research, including Qualtrics Surveys, focus groups, and interviews on consumer behavior related to climate anxiety.
- Utilized insights to propose an innovative social media-focused Earth Day campaign to elevate brand engagement.

SKILLS & Languages

Languages: Native **Mandarin & English**; Conversational **French & Korean**

Technical Skills: CMS (WordPress), CRM (Mailchimp, Hubspot) Adobe Creative Suite, Office Suite, Python, SEO Tools, Qualtrics

Social Media Management: Proven growth on various social media platforms using analytics for optimization

Copywriting & Editing: Exceptional writing skills attentive to details, ensuring clear, influential, creative communication materials.

Media Relations: Effective at building and maintaining media connections to enhance healthcare initiatives and visibility.

Content Creation: Proficient in generating engaging multimedia, press, and social media content for healthcare topics.

Project Management: Demonstrated ability to lead and coordinate cross-functional teams to successfully deliver projects on time.