

Zhong Zhuonan

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OBJECTIVE

Learning knowledge of strategic communication and preparing to enter the advertising industry

EXPERIENCE

Wisconsin, UW-Madison Mandarin Debate Team-2018

- Two experiences of debating competitions
- Responsible for creating arguments and controvert arguments from opposition
- Representing UW-Madison to attend the final of The World Mandarin Debating Championship next year in Nanjing, China

Michigan, East Lansing; Chinese Undergraduate Student Association of MSU, Copywriter-2017

- Copywriter of the advertising department
- Responsible for promoting the activities holed by the student association
- Writing the *Welcome Guide* for new freshmen

Loop Moment Online Community for Oversea Student, Manager of the Media Department-2018

- Creating strategic communication plans to expand influence of the online community
- Editing the news releases and the copywriting on the social media

WORKING EXPERIENCE

Changsha, Hunan;Hunan Broadcasting System,Chief Editing Department, New Media Promotion Trainee-2019

- Responsible for the promotion work of the TV episodes *Growing Pain*, *River Flows To You*, and *Mr.Fighting*
- Interviewing main actors and actresses for promoting the TV episodes
- Organizing press conference for promoting the TV episodes
- Managing social media in order to promote the Tv episodes and entertainment show.
- Collecting feedback of the TV episodes to analyzing

Changsha, Hunan; JWin Link Internet Technology Corp, Management Trainee-2018

- Writing public relation news release for the Sany Heavy Industry company
- Organizing digital promotion plan for the local real estate firms

Madison, Wisconsin; Gordon Market, Team Member-2018

- Working as dishwashing, barista, and cashier
- Learning teamwork and vocational communication

EDUCATION

Hubei, Wuhan, Wuhan Maple Leaf International School (2014-2017) Average GPA:3.0

Michigan, East Lansing, Michigan State University (2017-2018) Average GPA:3.3

Wisconsin, Madison, University of Wisconsin Madison (2018-to now) Average GPA: 2.85

SKILLS

- Basic skills of AP Style Writing, Photoshop, Premiere Pro
- Creative thinking and team-working communication skills