

Helen Jennifer Zhao

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EDUCATION

University of Southern California

Master of Science in Journalism

Honors: Dean's Scholar, full-tuition scholarship

Graduated: May 2016

Relevant Coursework: digital news immersion, mobile and emerging platforms, TV reporting and production, business and economics reporting, investigative reporting, urban affairs beat reporting, data journalism

Special Project: Produced package & interviewed 10 subjects for ABC News & Diane Sawyer's "[American Dream](#)" special

University of California Los Angeles

Bachelor of Arts in English

Graduated: December 2011

WORK EXPERIENCE

Los Angeles Business Journal, Residential Real Estate Reporter, Los Angeles, CA

Jan 2017 – Present

- Pitch, report and write 2 in-depth investigative stories per week and short breaking news web stories
- Real estate section consistently most read with most unique page views per week

Los Angeles Times, Business News Fellow, Los Angeles, CA

June 2016 – Sept 2016

- Reported [enterprise stories](#) and breaking news in text & video, from [Tesla autopilot crash](#) to [Apple iPhone ban in China](#)
- Received USC Annenberg Garlson-Gerts Media, Economics and Entrepreneurship Fellowship

The Huffington Post, Contributing Writer and Video Producer, Los Angeles, CA

Feb 2016 – Present

- Contribute [articles & video packages](#) on the job market for millennials, the American dream, future of work & tech

KCET, Social Video Producer, Los Angeles, CA

Jan 2016 – June 2016

- Reported, shot, edited Facebook video series called [#SheMeansBusiness](#) on biz econ topics for millennials
- Pitched all story ideas and branding, monitored analytics to glean actionable insights, quadrupled video views

USC Annenberg Media, Multimedia Journalist, Los Angeles, CA

Aug 2015 – May 2016

- Produced video for Facebook, Snapchat, Twitter, Instagram – Facebook page grew from 0 – 30K followers in 3 months
- Reported day-of-air stories for TV, radio, and web, including graphics, data visualizations, and social media widgets
- Operated TVU equipment to shoot live shots in the field with reporters
- Reported, shot, edited behind the scenes videos for "[Inside the Media Center](#)" series

Beach TV, Video Journalist, Long Beach, CA

Jan 2015 – May 2015

- Produced weekly videos for Cal State Long Beach student media, from Long Beach Grand Prix to net neutrality

Daily Mail, Digital Content Producer, Los Angeles, CA

Dec 2013 – July 2015

- Wrote 6-8 highly trafficked entertainment stories a day, laid out in CMS w/ photos, video, clickable headline

Peoria Journal Star, General Assignment Reporter, Peoria, IL

Jan 2013 – June 2013

- Reported one or two stories a day, covering crime & fire, local business, schools, and the arts

NPR, Morning Edition Intern, Culver City, CA

Jan 2012 – May 2012

- Pitched story ideas, conducted research for reporters & hosts, pre-interviewed guests, reported stories for Intern Edition

The Daily Bruin, Video Journalist, Radio Reporter & Host, Los Angeles, CA

Jan 2011 – Mar 2012

- Reported, shot, edited packages on UCLA events and LA hot spots, from a campus fashion show to the Hollywood sign
- Reported, produced, & hosted segments for weekly 30-minute news and culture show, "Long Story Short"
- Won 2nd place Society of Professional Journalists Region 11 2011 award for Best Radio Newscast

SKILLS

Technical: Proficient in Premiere Pro, After Effects, Adobe Audition, Wordpress, Microsoft Office Suite, working knowledge of Photoshop, HTML and CSS

Social Media: I can create content for Facebook, Twitter, Snapchat, and Instagram **Languages:** Fluent Mandarin