

Helen Jennifer Zhao

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EDUCATION

University of Southern California M.S. Journalism Honors: Dean's Scholar, full-tuition scholarship	Graduated: 2016
University of California Los Angeles B.A. English	Graduated: 2012

WORK EXPERIENCE

CNBC, Rotating News Associate , Englewood Cliffs, NJ & New York, NY <i>Digital Video Producer, CNBCMakeIt.com (Oct 2018 - Present)</i>	Sept 2017 – Present
<ul style="list-style-type: none">Report, shoot, edit original videos on entrepreneurship, careers, personal finance, celebs for website & social channelsShoot in the field and in the studio using DSLR cameras, lighting, audioPitched, reported, shot original video garnering over 8 million views on FacebookEdit weekly videos highlighting contestants from CNBC's Deal or No Deal <i>Digital Video Producer, CNBC.com (June 2018 - Oct 2018)</i>	
<ul style="list-style-type: none">Edit breaking news videos and feature news videosPitch, report, and edit longer form original video such as this 6-min pieceEdit mash-ups of TV content on trending topics, including corporate earnings and cryptocurrencyWrote 2 to 4 scripts per day for quick-turn "Bottom Line" breaking news videos <i>Assignment Desk Producer (May - June 2018)</i>	
<ul style="list-style-type: none">Build live reporter hits using graphics and video; coordinate between show and field producers and on-air reporters <i>Breaking News and Enterprise Writer (Jan - May 2018)</i>	
<ul style="list-style-type: none">Pitch, report and write breaking news and enterprise stories for CNBC.com <i>"Squawk Box" Segment Producer (Sept - Dec 2017)</i>	
<ul style="list-style-type: none">Pitch, book, and bring to air (research/pre-interview/build TV graphics) live guest segments for flagship morning showTrigger stock charts in control room on-the-fly; manage Facebook and Twitter accounts	
Los Angeles Business Journal , Residential Real Estate Reporter, Los Angeles, CA	Jan 2017 – June 2017
<ul style="list-style-type: none">Pitch, report and write 2 in-depth investigative stories and 3 - 4 breaking news web stories per weekReal 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
<ul style="list-style-type: none">Report enterprise stories and breaking news, from Tesla autopilot crash to Apple iPhone ban in ChinaReport, shoot and edit video packages to accompany my stories and colleagues' stories	
KCET , Social Video Journalist, Los Angeles, CA	Jan 2016 – June 2016
<ul style="list-style-type: none">Report, shoot, edit, host Facebook video series #SheMeansBusiness on biz econ topics for millennialsPitched all story ideas and branding, monitored analytics to glean actionable insights, quadrupled video views	
USC Annenberg Media , Multimedia Journalist, USC, Los Angeles, CA	Aug 2015 – May 2016
<ul style="list-style-type: none">Report day-of-air stories for TV, radio, and web, including graphics, data visualizations, and social media widgetsProduce breaking news & explainer videos for Facebook, Snapchat, Twitter, InstagramReport, shoot, edit behind the scenes videos for "Inside the Media Center" series	
The Huffington Post , Contributing Writer and Video Producer , Los Angeles, CA	Feb 2016 – March 2017
ABC News , Freelance Video Journalist , Los Angeles, CA	Nov 2015 – Dec 2015
Beach TV , Video Journalist, Cal State Long Beach, CA	Jan 2015 – May 2015
Daily Mail , Multimedia Journalist, Los Angeles, CA	Dec 2013 – July 2015
Peoria Journal Star , Reporting Intern, Peoria, IL	Jan 2013 – June 2013
NPR , Morning Edition Intern, Los Angeles, CA	Jan 2012 – May 2012
The Daily Bruin , Video Journalist, Radio Reporter & Host, UCLA	Jan 2011 – Mar 2012

SKILLS

Technical: Proficient in Premiere Pro, After Effects, Photoshop, Lightroom, Audition, Wordpress, working knowledge of HTML and CSS
Languages: Fluent Mandarin