

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 Make It, Associate Video Producer , New York, NY	Oct 2018 – Present
<ul style="list-style-type: none">Report, shoot, edit, host 1-12 min videos on entrepreneurs, careers, money for CNBCMakelt.com & social channelsShoot in the field and in the studio using Canon 5D Mark IV & Canon EOS C100 cameras, lights, audioPitched, reported, shot original video garnering 9 million views on FacebookPromoted in June 2019 from rotating news associate performing exact same duties	
CNBC, Rotating News Associate , Englewood Cliffs, NJ	Sept 2017 – April 2019
<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 on stocks, cryptocurrency, earnings, politics, natural disaster <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 , University of Southern California	Aug 2015 – May 2016
<ul style="list-style-type: none">Report day-of-air stories for TV, radio, and onlineProduce breaking news & explainer videos for Facebook, Snapchat, Twitter, Instagram	
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 , Entertainment Writer, 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, Photoshop, Lightroom, After Effects, Audition, Wordpress, working knowledge of HTML and CSS
Languages: Fluent Mandarin