

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, host, script, shoot, edit 10 - 15 min explainer videos w/ hundreds of thousands to 1 million+ views on YouTubeShoot, edit, script 6+ min verité style character-driven videos for "Millennial Money" seriesShoot and edit 1 - 3 min videos featuring advice from finance experts, business leaders and celebritiesProduced, hosted original videos garnering 7 million views on Facebook and 9 million views on FacebookShoot in studio and in the field using Canon 5D Mark IV, C100, C300 camerasOne of two chosen to voiceover CNBC Make It explainer videos and CNBC TV ads for Make It contentEmployee of the Month for February 2019, "Going the Extra Mile" Award in March 2020Promoted in June 2019 from rotating news associate performing exact same duties	
CNBC, Rotating News Associate , Englewood Cliffs, NJ	Sept 2017 – April 2019
Digital Video Producer, CNBC.com (June 2018 - Oct 2018)	
<ul style="list-style-type: none">Report, write, edit 3 - 6 min feature news videos and breaking news videosEdit mash-ups of TV content on trending topics, including corporate earnings and cryptocurrencyWrite 2 to 4 scripts per day for quick-turn "Bottom Line" breaking news videos	
Assignment Desk Producer (May - June 2018)	
<ul style="list-style-type: none">Bring live reporter hits to air by building graphic and video elements in iNews, coordinating w/ field + show producers	
Breaking News and Enterprise Writer (Jan - May 2018)	
<ul style="list-style-type: none">Pitch, report and write breaking news and enterprise stories for CNBC.com on stocks, cryptocurrency, corporate earnings, politics, natural disaster	
"Squawk Box" Segment Producer (Sept - Dec 2017)	
<ul style="list-style-type: none">Pitch, book, bring to air (research/pre-interview/build elements in iNews) live guest segments for flagship morning showTrigger stock charts and build on-air graphics in control room on-the-fly, especially during breaking newsManage Facebook and Twitter accounts, posting breaking news updates and social video clips	
LA 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 business 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, host, shoot, edit Facebook video series #SheMeansBusiness on biz econ topics for millennials	
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 web + produce 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
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