

XINYAN ZHANG

Tel.: +1(626)662-4597 | Email: xinyanz@usc.edu
Permanent Address.: 1169 Village Drive, Chino Hills, CA, 91709

EDUCATION

- University of Southern California**, Los Angeles, CA 2018-2019
Annenberg School for Communication and Journalism
Master of Science in Journalism
- Communication University of China**, Beijing, China 2012-2016
School of Presentation Arts
B.A. in Art of Broadcasting Journalism

WORK EXPERIENCE

- Annenberg Media**, Los Angeles, CA 2018-2019
Multimedia Journalist
- Covered a variety of in-depth visual feature stories including [inadequate resources for homeless families](#), [disorder of distribution in food banks](#), free education to undocumented immigrants, and coded with HTML, CSS and JQuery
 - Reported city daily news including [homeless tents on fire](#), [the controversy of Proposition 6](#), and decriminalization of food vendors
 - Covered entertainment stories including [Bill Cosby's Hollywood stars](#), Chinese American Film Festival
 - Contributed to news packages of young voters and Asian American voters in the Midterm Elections 2018
 - Produced news packages, instagram stories, social videos, text, radio pieces
 -
- Beijing Television**, Beijing, China 2015-2017
TV Anchor of Focus Law
- Hosted a daily show and selected in-depth topics including telecommunication fraud and residential property demolition conflicts
 - Researched relevant lawsuits as references and wrote weibo post for social media
 - Contributed to elevate *Focus Law* to the top 5 most popular programs in Beijing TV
- China Meteorological Administration**, Beijing, China 2013-2017
Weather reporter of Weather Forecast
- [Hosted weather reports](#) and tips in novel styles on Tencent, one of the largest video platforms in China
 - Integrated life styles, fashion elements including the science behind dressing and lifestyle tips
 - Advertised the program to increase page hits; drew a max of 11.7 million hits for a single set
- China Central Television (CCTV-9)** 2014
TV host of a reality documentary show, Decoding Human Instinct
- [Hosted Decoding Human Instinct Season 2](#) and contributed to research, editing, and production
 - Adjusted the use of host language and designed reasonable plots to increase the authenticity and persuasion of the reality shows in line with the purpose of the program
 - Promoted the program on social media such as Sina Weibo and WeChat to draw more views
 - Won "China Dragon Awards" in 2015 of China International Conference of Science and Education Producers

SKILLS

Technical: Proficient in Microsoft Office Suite and Mac Platforms, Adobe Premiere Pro, Final Cut, Audition, Infogram, Sony cameras, HTML, CSS and basic JavaScript, iNews, 360 cameras, and drones
Languages: Proficient English, native Mandarin

PUBLICATION

Dirge in Silence: Research on the Tales of Hulan River, published in *Learning Weekly*, 13-14-166-1536x