

Blair Bao

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[Media Portfolio](#); [LinkedIn](#)



EDUCATION

New York University
Majors in Broadcast Journalism, Media, Culture, and Communications (Minor in Economics)
St. Paul's School - Highschool

Graduation: May 2026

GPA: 3.8

EXPERIENCE

CNBC, Fast Money, *Incoming News Production Intern*

- Produce segments and support live broadcasts for CNBC's Fast Money and digital show ETF Edge.
- Collaborate with producers and contributed to editorial meetings and on-air preparation.

NBCUniversal, WNBC New York, *News Planning Intern*

September 2024 - Current

- Pitched stories, researched, sourced, and interviewed for live segments, integrated insights for strategic planning.
- Proficient in Dalet, Lakatoo, INews, Microsoft Office, and Zoom for timely planning and editing.
- Optimized workflows and enhanced team coordination to improve newsroom efficiency.
- Supported production at major events, including the Macy's Parade, Court Trials and Rockefeller Tree Lighting.

Fox News Media, *Marketing & Production Assistant Intern*

February 2024 - August 2024

- Conducted competitive analysis and audience insights to inform marketing strategies and improve brand positioning.
- Designed and implemented social campaigns, driving thousands of pre-sales and enhancing audience engagement.
- Edited and curated weekly social media content using Dalet, Capcut, Canva, Box and Adobe Creative Suite.

Edelman, *Corporate and Financial PR Intern*

October 2023 - April 2024

- Monitored media trends using tools like Meltwater, providing actionable insights that enhanced client communications.
- Created and executed social media and newsletter campaigns, increasing client visibility and audience growth.
- Supported CSR and ESG projects, developing narratives aligned with stakeholder expectations and client goals.

Washington Square News, *Copyeditor & Writer*

January 2023 - April 2024

- Wrote, edited, and fact-checked articles while collaborating with editors to brainstorm and develop compelling stories.

Grand Communications, *PR and Social Media Intern*

September 2023 - December 2023

- Compiled daily press monitoring reports and media coverage for clients, including Disney, BBC Studios, and PBS Kids.
- Built and managed press lists and identified strategic pitching opportunities to enhance client visibility.
- Curated and managed the team's social media, achieving a 500-follower increase through targeted content strategies.

VOLUNTEER WORK AND EXTRACURRICULAR

President, NYU Delta Gamma Sorority

January 2024 – Current

- Lead a 100+ member chapter, overseeing executive operations, strategic planning, recruitment, and communications.
- Manage executive board, drive chapter initiatives, and implement programming to strengthen leadership and philanthropy.

Social Media Manager, NYU Basketball Team

September 2023 – Current

- Managed and curated content for the team's social media platforms, including Instagram, TikTok, Facebook, and Twitter.
- Ensured consistent brand messaging, using audience analytics to optimize reach and improve engagement metrics across platforms, building a stronger online presence and fostering community engagement among fans and athletes.

INTERESTS AND HOBBIES

Financial & Business News, Oil & Energy News, Corporate Communications, Corporate Affairs, Public Relations, Volunteering, Charity, Rowing, Tennis, Clarinet, Dance, Photography, Basketball.

ORGANIZATIONS

Asian American Journalists Association (AAJA), New York Women In Communications, IRTS Foundation, Young Patron at New York Philharmonic, Lighthouse Guild Volunteer, Inner-City Scholarship Fund Junior Board.

SKILLS

Reporting; Writing; Pitching; Nexis; Adobe Creative Suites; Premiere; Press Release; Video Editing; INews; Slack; Dalet Galaxy; Jira; Microsoft Office; Canva; Mailchimp; SEO Optimization; Clip logging; Marketing analytics; Mandarin, German