

Chentao Cui

Multimedia Storytelling, Communication Strategy, Digital Marketing & Public Relations

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SKILLS

- **Journalism:** Storytelling, Report Writing, Photography, Data Journalism, Live Report, Multimedia Editing, Researching;
- **Video/Audio Production:** Photoshop/Premiere/Audition/After Effects;
- **Data Analysis & Visualization:** Excel, R, Python, SQL Lite, Flourish;
- **Communication and PR:** Communication and Social Media Strategy, Brand building, Internal and External Communication, Community Engagement, Crisis Communication and Media Resources Management.
- **Digital Marketing:** Marketing Strategy, Data Analysis, Email Marketing
- **Language:** Mandarin (Native Speaker), English (Proficiency)

EXPERIENCE

[Chinese Radio Seattle](#) – *Reporter/Navigator, Full-time*

Apr 2025 – Present

- Hosts the weekly Friday news commentary program, This Week in the News.
- Translates, writes and edits important news with strong ties to the Chinese Americans.
- Using the digital content platform Substack, write and send a weekly newsletter to an audience of over 6,000.
- Participated in the Washington State Department of Health's Overdose Prevention, Recognition, and Response program, helping people with substance addictions in the Asian and Chinese American communities find effective health resources.

[Chinese for Affirmative Action](#) – *Content Creator, Part-time*

Jun 2024 – Now

- Work as a columnist or writer, create in-depth articles about U.S. political and social justice issues in Chinese and write fact-check pieces to confront dis/misinformation in the Chinese American community.
- Wrote one article per week and gained 3,000 views on average.
- Participant in audience community engagement.
- All works are posted on [Piyaoba](#) and [JusticePatch](#).

[King County Election](#) – *Ballot Processing: Opening Openers, Part-time*

Oct 2024 – Nov 2024

- Work for 2024 U.S. Election Ballot counting. In the Opening team, open returned envelopes and prepare the ballots for scanning. Finish 1,500 ballots per day.

- Introduce knowledge about the U.S. Election to Chinese audiences. Write three articles about the U.S. election system and ballot processing, and participate in two podcast programs about my experience as a poll worker, which gained more than 70,000 listens.

Communication Leadership Program at University of Washington – *Outreach Student Assistant, Part-time*

Jun 2024 – Mar 2025

- Assist with the program's outreach and recruitment events for prospective students.
- Build a vibrant community of prospective and current students and alumni from China.

Center for an Informed Public at University of Washington - *Communication Student Assistant, Part-time*

Jan 2024 – Jul 2024

- Support [MisinfoDay 2024](#) event communication and video production, [The Impact of Misinfoday](#).

Yunnan Tengyun Information Industry Co., Ltd - *PR Director, Fulltime*

Apr 2021 – Sep 2023

- Lead the PR team, managing 50+ media resources.
- Lead Digital Marketing Team, Tengyun owned platforms, mainstream media, and digital media resources to develop digital marketing strategies. Collaborate with the cloud resources sales team to sell integrated marketing services to clients.
- Create content about the company, main products and services.
- Crisis PR, monitor related information about Tengyun.
- Operate the WeChat public account and official website.

Chinese for Affirmative Action - *Chinese Digital Engagement Organizer, Contractor*

May 2020 – Mar 2021

- Operate, edit and write on three WeChat public accounts for Chinese for Affirmative Action(CAA): 美国华促会(CAA), 美国华人杂谈(*Reflections on Chinese Americans*)
- Create, plan and edit more than 50 pieces about disinformation fact-checking, [Stop AAPI Hate](#) Crimes, and Affirmative Action in Chinese.
- Support daily press works, like translating, press releases, website updates and virtual events.
- Work with the CAA team on legislation campaigns against discrimination and support local immigrant communities.

China Central Television - *Reporter/Editor, Full-time*

Oct 2009 - Aug 2019

- Work as a reporter for CCTV-13 Chinese News Channel at CCTV Yunnan Report Station from 2012 to 2019. Produce more than 1000 pieces of news and 200 live reports. Breaking News, Feature Stories about environmental issues, and investigative news in the tourism market are my main fields of concern.
- Work as a stock market program editor for CCTV-2 Finance and Economy Channel in Beijing from 2009 to 2012. Daily coverage of news that may affect the stock market, including macroeconomic data and policies, major news related to industries and investigative reports related to listed companies.

GroupM - *Technical Planner, Full-time*

Sep 2008 - Sep 2009

- Analyze the audience rating of TV programs and create media plans for certain clients.

Beijing Olympic Broadcasting Company - *Technical Assistant, Part-time*

May 2008 - Aug 2008

- Support a professional team to build a commentary operating system to help commentators from all over the world report and comment on the games of the Olympics.

EDUCATION

University of Washington, Seattle – [*Communication Leadership Program*](#)

Sep 2023 - Mar 2025(Est.)

- Major: Master of Communication in Digital Media
- Main Classes: Leadership and Communities, Foundations of Audio Storytelling, Video Storytelling, Professional Short-Form Writing, Strategic Marketing, SEO, Online Community building, Crisis Communication, etc.

Arizona State University, Phoenix – [*Certificate of Hubert H. Humphrey Fellowship Program*](#)

Aug 2019 - May 2020

- Major: Journalism and Mass-Communication
- Main Classes: Leadership, Data Journalism, Sustainability Documentary, Digital Audience Analysis

Communication University of China, Beijing - *Bachelor of Science*

Sep 2004 - Jun 2008

- Major: Information and Computing Science
- Main Classes: Mathematical Analysis, Probability and Mathematical Statistics, Advanced Algebra, Data Structure.

PERSONAL PRODUCTS & CERTIFICATE

- Short Documentary: [*Fighting for a home*](#)
- Short Film: [*UHeights Home of All*](#), [*The Impact of Misinfoday*](#).
- AE works: [*Intro Humphrey Cohort*](#), [*Welcome video For Misinfoday 2024*](#)
- Fact-Check Writing: [*Why voters in the U.S. don't need the ID?*](#)
- Podcast: [*Why voters in the U.S. don't need the ID?*](#)
- Some live reports when I worked in CCTV: [Clip1](#), [Clip2](#), [Clip3](#).
- Certificate of Completion NICAR BOOT CAMP by [*Investigative Reporters and Editors*](#), Sep 16-19, 2019