

- Multilingual Communication (English / Mandarin / French) • Cross-cultural Localization & Messaging • Google Sheets / Excel • Project Management • Brand Strategy • Marketing Campaigns • AI Workflow • Social Media • R Studios • Editorial Writing & Language Precision • Audience Engagement • Retention Strategy • Content QA / Proofreading • Multilingual Data Driven

## Professional Experiences

### Bloomberg Program: UC Berkeley Affiliation

San Francisco, CA

#### Reporter & Pitch Producer

Dec 2025 – Feb 2026

- Researched business topics using **Bloomberg Terminal**, forming concise pitches and briefing-style summaries.
- Translated complex technical and policy concepts into clear, audience-appropriate English, ensuring accuracy, tone consistency, and accessibility for non-technical readers across different audience contexts.

### SF Business Times

San Francisco, CA

#### Freelance Reporter

Dec 2025 – Feb 2026

- [“Why electric vehicle sales are in free fall in the Bay Area, and unlikely to turn around in 2026.”](#)
- Reported on the EV market in California, and how **tariffs** are not making **EV adoption** easier for the public
- Managed **end-to-end** reporting workflow: **outreach, interviews, editing, and final delivery**
- The piece broke news on the first day of 2026 as the **top headline. Cover story** in Feb print
- Framed reporting for different audience contexts, ensuring clarity, consistency, and accessible language across technical and general readerships

### Oakland North

San Francisco, CA

#### Reporter

December 2026

- [“The Stakes: Hit by import tariffs, florists try not to pass higher costs on to consumers.”](#)
- Reported on the tariffs, focusing on **impacts to small local businesses** such as Wisteria Rockridge
- The piece broke news on December 11th.

### UC Berkeley Coleman Fung Institute for Engineering Leadership

Berkeley, CA

#### Multimedia Content & Communications Associate

Oct 2025 – May 2026

- Edited and refined written content for clarity, tone, and audience alignment, ensuring consistency across messaging and formats
- Planned and executed **short-form** creator-style **marketing campaigns** across owned social channels (**Instagram Reels/Shorts**), driving **1,000+** applications.
- Built a reusable content workflow to repurpose long-form interviews into short-form variants; documented process so others could repeat it (templates + naming/tagging conventions)
- Pulled basic **performance metrics** (reach, views, retention/engagement) and wrote quick reporting recaps to inform next creative tests.
- Supported production workflows end-to-end: **asset organization, edit tracking, and final delivery for short-form content.**

### Community R&D

Emeryville, CA

#### Communication Associate

June 2025 – Aug 2025

- Conducted **trend** and **competitive** research on short-form formats and audio insights into creative test ideas.
- Partnered with leadership/stakeholders on **review cycles**; incorporated feedback quickly to hit deadlines and brand tone.

### AAPI Data

Berkeley, CA

#### Communication Intern

Feb 2025 – May 2025

- Translated academic research from English to Chinese, adapting tone and terminology for accessibility and cultural relevance across diverse AAPI audiences
- Spearheaded an AAPI visual project from concept to delivery, producing a visual deliverable in 3 days.
- Collaborated with **researchers** to translate **data insights** into **visual narratives**.

**UC Davis IMPROVE Air Quality Research**  
**Videographer & Editor**  
• Edited footage in Premiere Pro/After Effects

Davis, CA  
Apr 2022 – Jun 2023

## Education

### **University of California, Berkeley**

- Master of Journalism | Aug 2025 – May 2027
- Bachelor of Arts in Film & Media Studies | Minor: Journalism (May 2025) | GPA: 3.725

### **University of California, Los Angeles**

- Certificate in Film Production (2022) | GPA: 4.0
- Trained in Arri Alexa Mini, professional lighting, and narrative editing.

## Project Highlights

- **Echoes Across Oceans (2024) – Director, Producer, Cinematographer**

 [Watch Here](#)

- **Oakland Road Condition Segregation Project – Data analysis of 4,000+ 311 requests using R, wrote findings for non-technical audiences.**
- **The Atlantic’s Hackathon – Project Lead, Prototyped an AI + knowledge-graph research system (Neo4j + LLMs) to organize and surface connections from large archives.**

## Professional / Volunteer Experience

### **Committee Advisor**

Vice Chancellor’s Student Advisory Committee, 2025 – 2026, UC Berkeley

- Selected to serve on a high-level advisory body providing direct counsel to the Vice Chancellor of Student Affairs.
- Influence university governance by advising on policies, services, and initiatives shaping student life and co-curricular programs.
- Partner with the Vice Chancellor to identify systemic challenges, propose policy solutions, and strengthen the student experience.
- Contribute student perspectives in strategic discussions, helping guide decision-making at the administrative level.

### **Volunteer Staff**

Friends of Children with Special Needs (FCSN), Jan 2025 – May 2025, San Jose, CA

California Public Interest Research Group Students (CALPRIG Students), Sept 2021 – Nov 2022, UC Davis

### **Mentor / Counselor**

UStrive, Emeryville, CA

- Mentored students from 10+ countries on college applications to Top 10 business schools & the University of California

## Technical Skills

### **Video Editing & Motion Graphics**

Adobe Premiere Pro • DaVinci Resolve • Adobe After Effects (Advanced) • Cap Cut • Final Cut Pro

### **Data Analysis & Visualization**

**R (Intermediate)** • Data Storytelling • Statistical Analysis • ggplot2

### **Languages**

English (Fluent), Mandarin Chinese (Fluent), French (Beginner)

Experience adapting content across bilingual (English–Chinese) contexts for clarity, tone, and audience

## References

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