

John Zhu

Strategic Communication, Design,
Writing, Editing, Web Development

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employment history

► Senior Public Affairs Officer

Duke University Graduate School

3/2014–present

Building the school's communications operation from scratch; creating the school's communication strategy; overseeing the revamp of the school's website; serving as the liaison between the school and the university's central communications office; overseeing the school's social media channels; managing content on the school's website; writing news releases and profiles; providing writing, editing, design, photography, and videography support and advice for various projects; collaborating with the university development office to create content for the Duke Forward campaign.

► Assistant Director of Communications

UNC Eshelman School of Pharmacy

3/2007–3/2014

Co-led the ongoing development of the school's website; developed and implemented communication strategies; wrote, created, edited, and designed content for a variety of media; provided design, photography, and basic videography services within the school; created and managed the school's social media presence and mobile app; supervised student worker.

► Graphic Designer

Koroberi Inc. (business-to-business advertising agency)

8/2006–3/2007

Produced, designed, and conducted preflight checks on ads, posters, product packaging, brochures, and other marketing material; designed websites for clients.

► Graphic Designer

DESTINY Traveling Science Learning Program (UNC-Chapel Hill)

1/2006–8/2006

Developed graphics and layouts for high school science curriculum modules; created flyers, event programs, maps, posters, and other promotional materials for DESTINY and its sister programs; managed DESTINY's website; edited copy as needed.

► Lead Sports Designer/Copy Editor

The Herald-Sun newspaper (Durham, North Carolina)

6/2004–12/2005

Led and mentored a team of designers/copy editors; planned, developed, and managed special projects for the sports department; developed daily and special sections, including planning content, designing pages, creating graphics, editing stories, and occasionally writing content.

► Sports Designer/Copy Editor

The State newspaper (Columbia, South Carolina)

11/2003–5/2004

Designed pages, created graphics, and edited stories for the daily sports section, including the sports front two to three times a week; designed special sections; redesigned the weekly NASCAR page.

► Sports Designer/Copy Editor

The Herald-Sun newspaper (Durham, North Carolina)

7/2000–10/2003

Designed pages, created graphics, and edited stories for the daily sports section, including the sports front two to three times a week; assisted lead designer on special sections; occasionally wrote game stories and sports features.

► Sports Correspondent

The Herald-Sun newspaper (Durham, North Carolina)

8/1997–7/2000

Covered high school, college, and professional sports events; composed the sports statistics page; covered the 1999 Special Olympics.

skills

► Software I Am Familiar With

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Flash, Dreamweaver)
- Microsoft Office

► Other Software I Have Used

- Various video and audio editing software, including Adobe Premiere
- Blender 3D
- QuarkXPress

► Web

- HTML (experienced)
- CSS (experienced)
- PHP (novice)
- Javascript (novice)
- Plone (experienced in using the CMS)
- WordPress (experienced in working within the CMS, novice to intermediate in programming)
- Web usability testing (novice)
- Google Analytics (experienced)

► Other Skills

- Writing and editing (experienced)
- Infographics (experienced)
- Content strategy (experienced)
- Strategic communication (experienced)
- Science communication (experienced)
- Blogging, social media (experienced)
- Style guides (experienced)
- Photography (intermediate)
- Videography (novice)
- Fluent in spoken Mandarin and Cantonese; intermediate in written Chinese

education

► **MA, Technology and Communication**, University of North Carolina at Chapel Hill, 2011-2013

► **Certification in Graphic Design**, sessions.edu (an online school of design and new media), 2002-2004

► **BA, Journalism and Mass Communication**, University of North Carolina at Chapel Hill, 1997-2001

references

john-zhu.com/about/references