

# Julie (Haoning) Zhu

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## EDUCATION

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**Columbia University Graduate School of Journalism, New York** Expected: Aug. 2024

**M.S. in Data Journalism.** Courses: Data and Investigative Reporting, Business Reporting, Algorithms, Writing with Data.

- Published a cold case story at [Uncovered](#); family avoided Christmas for a decade due to their daughter's disappearance.
- Wrote an [H-1B story](#) about its new regulation that may increase the possibility of beneficiaries being selected.
- Used Pandas and BeautifulSoup to scrape and automate daily updates for the [table](#) displaying NYC rare bird alerts.
- Employed Python and DataWrapper to analyze and visualize [NYC's food delivery times](#) and [NYC high school dropout rates](#); developed the websites using HTML and CSS, including this [portfolio website](#) showcasing my work at Columbia.

**University of California, Santa Barbara** Sept. 2019 – June 2022

**B.A. in Communication**, double minor in Educational Studies and Professional Writing. GPA 3.94/4.0, Highest Honors, Distinction in Major, Dean's List all four years. Six months as TA at two local primary schools, skilled in intercultural communication and K-12 education. Published an independent research paper about COVID-19 news framing in [URCA](#).

## JOURNALISM EXPERIENCE

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**Product Operation Intern, KWAI** | Beijing March – June 2023

- Led a cross-country AIGC project, resulting in 1.06M submissions and 42K new authors, re-engaging 75K users.
- Developed 15+ new special effects for Ramadan project, achieving 842K submissions and 175K peak daily submissions.
- Implemented machine learning and AB testing to boost user submission rates and prepare for future feature launches.

**News Intern, Global Times (English Edition)** | Beijing Aug. – Nov. 2022

- Wrote and published 60+ [news articles](#), interviewed 200+ sources and experts, and contributed to 100+ news stories; more than 20 stories were reprinted by world-leading media outlets like CNN and AP.
- Shot and edited a [news video](#) for the anniversary on "Sep.3" that marks Imperial Japan's surrender at the end of WW2, which received 15,600+ views, 1,085+ likes, 50+ comments, and 15+ retweets on its official website and social media.
- Analyzed foreign media's citation of news content, including *Chinese Military Exercises* and *the 20th Communist Party of China* National Congress, to produce reports highlighting the key topics for future story pitches and angles.

**Newscaster and Marketing Director, KCSB-FM Radio Station** | Santa Barbara, California Jan. – June 2022

- Pitched ideas, conducted interviews, wrote news scripts and recorded as a broadcaster, edited the audio, and played it on [KCSB weekly news programs](#).
- Promoted KCSB through flyers, emails, partnerships with external organizations for marketing events, and social media management on [Instagram](#) and [Facebook](#).

**News Writer and Graphic Designer, Her Campus at UCSB** | Santa Barbara, California Jan. – June 2022

- Pitched and wrote [articles](#) on UCSB student life for [Her Campus](#), the top 1 online college magazine in the U.S.
- Ideated and managed [Instagram](#) posts, and designed [graphics](#) using Illustrator, Canva, and Piktochart.

**News App User Engagement Operator Intern, ByteDance (TikTok)** | Beijing June – Aug. 2021

- Matched Toutiao news articles with TikTok videos, driving six articles over 10M views.
- Conducted data analysis on TikTok user activity using Excel and PivotTables, tracking user preferences.
- Detected clickbait and misinformation by collaborating with algorithms and R&D teams to ensure digital news accuracy.

**Social Media News Intern, China Poly Group Corporation** | Beijing June – Aug. 2020

- Edited news articles for its official WeChat account, created posters, images, and data visualizations, and edited audio and videos, resulting in an average 15% increase in article views and a 12% growth in WeChat account followers.

**Digital Magazine Editorial Intern, People's Daily, Cultural Geography** | Beijing June – July 2019

- Enhanced reader engagement and interest by strategically approaching travel-related news articles on environmental issues with audio and visuals, resulting in an average 13% increase in views and a 10% rise in comments per article.

## SKILLS

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- **Coding and Data Viz:** Python, R, Selenium, Pandas, BeautifulSoup, ggplot, matplotlib, SQL, Regex, QGIS, HTML, CSS, Adobe (AI, PR), Linear Regression, JSON, Google Earth Pro, Datawrapper, Excel, SPSS, Stata, Altair
- **Multimedia:** Final Cut Pro, Audacity, iMovie, Canva, Piktochart, MS Office, OSINT, FOIA, Pacer, Financial Analysis
- **Languages:** Mandarin (Native), English (Proficient), Spanish (Elementary)