San ZHANG

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EDUCATION

Jilin University   **Jilin, China**

Master of Journalism and Communication   *Sep 2016 – Jul 2018*

- **GPA:** 89/100
- **Honours and Awards:** University Scholarship (2017-2018)
- **Thesis:** *The Role of Citizen Journalism in Democratizing Media: Case Studies from Developing Countries*
- **Courses:** Media Theories, Communication Research Methods, Media Ethics, New Media and Society, Digital Journalism

Shandong University   **Shandong, China**

Bachelor of Advertising   *Sep 2011 – Jun 2014*

- **GPA:** 2.9/4.0
- **Honours and Awards:** Second-class Academic Scholarship (2012-2013)
- **Courses:** Advertising Principles, Consumer Behaviour, Marketing Management, Copywriting, Graphic Design

PUBLICATIONS

Li X., **Zhang S.** (2022). Exploring the Ethical Challenges Faced by Journalists in the Digital Age. *The Culture Studies*. [CSSCI]

- **Literature Review:** Conducted an extensive review of existing literature on journalism ethics in the digital age to identify key ethical challenges faced by journalists.
- **Interviews:** Conducted interviews with professional journalists to gather their perspectives on the ethical challenges they encounter in their work, with a specific focus on the digital age.
- **Case Studies:** Analysed and examined real-life case studies of ethical dilemmas faced by journalists in the digital age, considering factors such as online misinformation, privacy concerns, conflicts of interest, and the pressure for instant news delivery.
- **Ethical Framework Analysis:** Applied ethical frameworks such as deontology, consequentialism, and virtue ethics to assess and evaluate the ethical challenges faced by journalists in the digital age.
- **Surveys:** Administered surveys to journalists and media professionals to gather quantitative data on the prevalence and perception of ethical challenges in the digital age.

Li X., **Zhang S.** (2020). The Impact of Social Media on News Consumption and Public Opinion: A Comparative Study. *The Media Press*. [CSSCI]

- **Comparative Analysis:** Conducted a comparative analysis of news consumption patterns and public opinion formation before and after the rise of social media platforms.
- **Content Analysis:** Analysed and compared the content of news articles shared on social media platforms with traditional news sources to identify differences in coverage, tone, and framing.
- **Surveys and Questionnaires:** Administered surveys and questionnaires to collect data on individuals' news consumption habits, their reliance on social media as a news source, and the influence of social media on their opinions and beliefs.
- **Focus Groups:** Conducted focus group discussions to explore participants' perceptions of the impact of social media on news consumption and public opinion, encouraging in-depth qualitative insights.
- **Data Analysis:** Utilised statistical methods to analyse the collected data and identify correlations or patterns between social media use, news consumption, and public opinion formation.

ACADEMIC PROJECTS

Media Coverage of Environmental Issues: A Comparative Analysis   *2018*

- Analysed media coverage of environmental issues across regions, providing insights into reporting styles, biases, and perspectives.
- Identified top environmental journalists and media outlets, highlighting their best practices and impact on public awareness and policy-making.
- Proposed strategies to improve environmental journalism, such as promoting investigative reporting, enhancing journalists' environmental literacy, and fostering media and environmental stakeholder collaboration.

The Role of New Media in Political Mobilisation: A Case Study of Social Movements *2017*

- Examined social media's impact on political mobilisation and activism, analysing how it facilitates social movement communication and organisation.
- Studied the role of citizen journalism and user-generated content in shaping public discourse and influencing policy agendas.
- Assessed new media's challenges and opportunities for traditional media firms, political institutions, and social movements, proposing strategies for effective engagement and collaboration.

PROFESSIONAL EXPERIENCES

XX Media **Shanghai, China**
Digital Content Manager *Mar 2021 – Present*

- Develop and implement content strategies to optimise online presence, engagement, and user experience, resulting in a significant increase in website traffic and user engagement metrics.
- Utilise data analysis and user feedback to identify audience preferences, trends, and content innovation opportunities, resulting in the development of targeted and engaging content that resonates with the target audience.
- Implement effective content promotion and distribution strategies, resulting in a substantial growth in social media followers and increased brand visibility.
- Establish partnerships with influencers, bloggers, and other media outlets, expanding reach and enhancing brand visibility, leading to increased brand exposure and audience engagement.

YY NGO **Shanghai, China**
Communications Specialist *Mar 2019 – Dec 2020*

- Crafted and executed comprehensive communication plans to raise awareness, promote campaigns, and engage stakeholders, effectively reaching target audiences and achieving campaign objectives.
- Developed compelling storytelling content, including press releases, articles, blog posts, and social media content, resulting in increased public interest, engagement, and support for the organisation's initiatives.
- Maintained strong relationships with journalists and media outlets, securing media coverage and generating positive publicity for the organisation's events, campaigns, and initiatives.
- Organised successful media events, press conferences, and interviews, ensuring effective communication of key messages and maximising media exposure for the organisation.
- Collaborated with cross-functional teams to align communication efforts with organisational goals and ensure consistent messaging across various channels.

ZZ Tech Inc. **Shanghai, China**
Marketing and Communications Manager *Jan 2019 – Mar 2019*

- Cultivated partnerships with industry influencers, bloggers, and media outlets to expand the company's reach, strengthened brand awareness, and drove audience engagement.
- Created compelling content, such as blog posts, articles, press releases, and social media content, to effectively communicate the company's value proposition, product features, and industry insights, resulting in increased customer interest and engagement.
- Managed media relationships, including journalists and industry publications, to secure media coverage and generate positive publicity for the company's products, events, and initiatives.
- Organised successful marketing events, product launches, and press conferences, ensuring seamless communication of key messages and maximising media exposure.
- Collaborated with cross-functional teams, including product management and design, to align marketing efforts with company goals and ensure consistent brand messaging across all channels.

SKILLS & INTERESTS

- **Languages:** Chinese (native), English (fluent), Korean (basic).
- **Programming Skills:** Proficient in Python and R for data analysis and visualisation.
- **Digital Marketing:** Experienced in SEO, content marketing, and social media management.
- **Interests:** Passionate about social media trends and fashion, and keen on merging these interests with my professional career.
- **Volunteer Work:** Active volunteer at local community centres, contributing to social media campaigns and organisations.
- **Memberships:** Member of the China Journalism Association, attending regular seminars and workshops to stay updated on industry trends and developments.