

YULU ZHAO

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EDUCATION

Waseda University

Master of International Communication (Expected: March 2025)

Tokyo, JP

Apr 2023 - Mar 2025

- Theories of Media, Culture, and Communication, Culture and Critical Theories, Advanced Temporary Art

Erasmus University Rotterdam

Master Exchange Student

Rotterdam, NL

Aug 2022 - Feb 2023

- International and Global Communications, Digital Media and Cultural Identities, Audience Engagement

Shanghai International Studies University

International Communication

Shanghai, CN

Sept 2021 - Jun 2023

- Mass Communication Theory, Computational Journalism, Research Methods and Application

Nanjing Normal University, Nanjing

Bachelor in Japanese and English

Nanjing, CN

Sept 2016 - Jun 2021

- Modern Japanese Sociology, History of Eastern and Western Culture Exchange

SKILLS

- Languages:** Japanese (N1), English (TOEIC 935), Chinese (Native), French (Elementary)
- Video Editing:** Experienced in video editing with PR and Capcut
- Data Analysis:** Skilled in data collecting with Python and data analysis with SQL and SPSS
- Other:** High-quality documentation

PROFESSIONAL AND SOCIAL ENGAGEMENT

Barista Part-Time Job

Starbucks Coffee Japan

Tokyo, JP

Jul 2023 - Present

- Enhanced customer engagement through excellent service and effective communication, catering to a diverse international clientele.

Sales Department Intern

animate Ltd., Shanghai Office

Shanghai, CN/Remote

Jul 2021 - Mar 2023

- Managed operations for new media content**, ensuring the creation and distribution of engaging and effective digital marketing materials that enhanced online presence and customer engagement.
- Translated and localized key commercial documents**, including editorial columns, event planning materials, and business proposals, facilitating the expansion of animation and gaming products into international markets. This included meticulous Chinese-Japanese translation work.
- Contributed to strategic product promotion planning**, playing a pivotal role in designing and executing marketing campaigns that successfully increased product visibility and market share.

Sales Department Intern

VECTOR INC., Shanghai Office-Weiku Gonggong Guanxi Zixun (Shanghai) Co., Ltd.

Shanghai, CN

Mar 2021 - Jun 2021

- Translated reports and collaborated on the localization of products**, ensuring optimal communication and alignment between Chinese and Japanese markets.
- Monitored and analyzed the performance of social media platforms**, producing bilingual (Chinese-Japanese) reports that informed strategic decisions.
- Engaged in the strategic planning and execution of product promotions**, contributing to the development of compelling new media content that enhanced brand visibility and market penetration.
- Assisted in managing public relations projects**, supporting the coordination and implementation of project tasks to ensure effective stakeholder communication and project delivery.