YONGHUI (JOEY) ZHAO

Jersey City, NJ • +1 909-696-5819 • jz3911@columbia.edu

LinkedIn • Brand Portfolio

BRAND, CONTENT & COMMUNITY MARKETING | Columbia Film & Media Studies graduate with experience delivering retail/F&B campaigns, short-form content, product launches and live events. Combines creative production, audience insights and hands-on execution for emerging consumer brands.

PROFESSIONAL EXPERIENCE

Marketing & Brand Intern | Nuoyun Media Inc. · Irvine, CA | *Jul–Aug 2024*

- Led a **4-person pitch and marketing team** for retail, food and lifestyle accounts, supporting **$120K in new contracts in one week**.
- Developed localized community and Xiaohongshu content for a specialty food brand, expanding exposure **200%**; created **5 videos and a pitch deck in 2 days**.
- Tracked audience engagement and campaign performance; translated insights into content and distribution recommendations for clients.

Founder & CEO | Unifinity AI Inc. · New York, NY | *2025–2026*

- Built an AI-enabled social media product from concept through MVP; defined product journeys, positioning and content automation workflows.
- Coordinated marketing, creative and engineering contributors; researched competitors, audience behavior and market opportunities to guide growth decisions.

New Media & Advertising Lead | Stage Play "We Are Family" · Los Angeles, CA | *May–Aug 2024*

- Produced **80+ promotional videos** and YouTube advertising with a reported **66% completion rate**; supported campaign-led ticket sales.

Founder | Huasijin Cultural & Education Venture · China / Belarus | *2019–2022*

- Grew a cross-border education brand through social content and university partnerships; achieved **10% follower-to-client conversion** and **¥200K revenue in three months**.

SELECTED BRAND & COMMUNITY PROJECTS

Brand & Content Work | Suntyle Kitchen Ware / Bijala · United States | *2026*

- Developed consumer-facing brand and social content for kitchenware and jewelry projects; the **Bijala case study reports 6.5M organic views and 4.4K+ followers with no ad spend**.

President & Publicity Lead | Columbia Chinese A Cappella · New York, NY | *2025–2026*

- Promoted a **300-seat showcase booked out in two weeks**; designed sponsor interaction, coordinated production and guest flows, and produced short videos reaching **1M+ views**.

Organizer / Host | Founders Meetups · Las Vegas / Palo Alto | *Jan 2026*

- Executed two startup community events with targeted outreach, online promotion, guest logistics and on-site operations.

Director & Producer | Nine-University Music Video · New York, NY | *2025–2026*

- Managed **9 university partners and ~150 participants**, creative assets, production calendars and social distribution.

EDUCATION & TOOLS

Columbia University | B.A. Film & Media Studies, May 2026

Marketing: Brand strategy · Audience segmentation · Campaign reporting · Content planning · Community building · Event coordination

Tools & languages: Premiere Pro · Final Cut Pro · Photoshop · Canva · Excel · Google Analytics 4 | English · Mandarin · Cantonese · Russian