

Kexin Huang (Cassie)

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Education

Georgetown University, Washington DC August 2021 - May 2023
Master of Arts in Communication, Culture & Technology
Relevant Coursework: Social Media Content Moderation, Political Reporting, AI law & Ethics

Michigan State University, East Lansing, Michigan August 2017 – December 2020
Bachelor of Arts and Sciences in Journalism, Dean's List,
Relevant Coursework: Journalism Photography, Multimedia Writ & Report, Intro to XR for Journalism

Experience

Videographer & Editor Intern October 2021 - Present
Berkley Center for Religion, Peace, and World Affairs, Washington DC

- Produced high-quality video and audio content creation, including filming and post-production of events that resonated with global audiences, using advanced-level skills with Adobe Premiere.
- Managed online promotional content in several database systems, such as Dharma and Saber, to display online features effectively,
- Collaborated with the Director of Events and Communications Manager to develop social media strategies, banner images, and content, engaging audiences across multiple platforms.

Public Relations Intern March 2021 - June 2021
YGGBi Communications, Shanghai, China

- Provided consulting services for Sanrio, Swarovski, and five other renowned clients on strategies for increasing social media exposure, improving brand awareness, and investment business plans.
- Monitored and analyzed numbers of social media metrics, such as likes, shares, and followers, to measure the effectiveness of social media efforts and recommend improvements.
- Contacted and maintained KOL relationships and developed publicity delivery strategies to increase brand exposure and reached new audiences.

Communication Outreach Intern September 2019 - December 2020
Office of International Students and Scholars (OISS), East Lansing, MI

- Managed and optimized multiple social media platforms, including Instagram and WeChat, and created engaging content, to expand followers and improve online presence.
- Conducted interviews with students, faculty, and staff to gather information and provide in-depth coverage of campus life for international students.
- Surpassed the previous record of customer engagement through campaign promotions, increasing followers by 5 % and readership by 3%.

County Reporter May 2019 - December 2019
Spartan Newsroom, East Lansing, MI

- Conducted comprehensive research and investigations to cover a wide range of local news and events, including government meetings, education, human feature stories, and community events. *Story clips: <https://news.jrn.msu.edu/author/huangke7/>*
- Utilized strong storytelling skills to produce compelling video and text stories that resonated with diverse audiences, producing comprehensive news articles.
- Established and maintained connections with key sources to ensure timely access to breaking news and relevant information.

Course Project

Immersive Journalism, East Lansing, MI August 2020 – December 2020
Designed a 360-degree video project to document the experience of an Asian market grocery delivery for international students during the pandemic, utilizing 360-degree cameras and editing software to piece together the footage and create a seamless and immersive story.
Uploaded works on YouTube: <https://bit.ly/3XruKuB>

Political Reporting Midterm Election, Washington DC August 2022- December 2022
Conducted in-depth research on the key races and policies, analyzing polling data and candidate platforms, interviewed political experts, policy makers and voters to report informative spot news articles on election night.

Skills

Visual: Adobe Premier Pro, Adobe lightroom Classic, Adobe Photoshop, Adobe InDesign, After Effects
Office: Tableau, Python, R Studio, WordPress