

Jiayi Shi

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EDUCATION

Boston University

Master of Science, Media Science

Boston, MA

Dec 2022

University of Missouri-Columbia

Bachelor of Journalism, Convergence-Emerging Media

Columbia, MO

Dec 2018

- Honor Graduation: Magna Cum Laude GPA: 3.7/4.0

PROFESSIONAL EXPERIENCE

Boston University Newbury Center

Communications Graduate Assistant

May 2022 - Dec 2022

Boston, MA, United States

- Manage all social media accounts (Twitter, Instagram, Facebook and LinkedIn) of the Newbury Center and create social media posts for events to build the community and tell the untold stories of the first-generation students
- Work closely with the Center director to develop and execute communication strategies to increase awareness of the center's programs and events
- Conduct monthly analytics on Sprinklr and Google Analytics to track social media activities and update social media strategies accordingly

TechNode

Visual Reporter

March 2019 - March 2021

Shanghai, China

- Pitched and covered news stories about technologies in China, conducted interviews with venture capitalists and startup companies
- Produced tech-related video content and made a test drive video with more than 125k views. Managed YouTube accounts and increased the number of subscribers from 200 to over 1800
- Helped with the tech events and came up with digital media campaigns with the marketing team

Global Journalists

Convergence editor

Oct 2018 - Dec 2018

Columbia, MO, United States

- Pitched under-reported stories all over the world to editors, conducted research on selected topics, and sent emails to guests for interview requests. Pre-interviewed potential guests for the show and wrote interview summaries based on interviews
- Created social media posts for shows and helped producers to record the show
- Covered stories about famine in Yemen, forced sterilization in Japan, and also India's toilet boom. Invited guests from the Reuters, United Nations

KBIA 91.3FM

Reporter

Oct 2018 - Dec 2018

Columbia, MO, United States

- Pitched and covered day-turn stories that are important to Missourians. Conducted weekly phone interviews, wrote scripts for the audio stories, and edited interviews
- The assistant producer for the podcast "Show Me the State", which won the third-place of the National Headliner Award for Best Information Podcast

CGTN America

Guest booking producer

May 2018 - Aug 2018

Washington DC, United States

- Researched and pitched stories idea for CGTN's show THE HEAT, GLOBAL BUSINESS
- Helped the team with daily show preparations, including confirming invited guests, and printing guests list for other teams
- Communicated with potential guests and booked remote studios accordingly for shows

SKILLS

- **Social Media Management:** Google Analytics (certified), Sprinklr, Canva
- **Research and Analytics:** Qualtrics, IBM SPSS, Excel,
- **Software:** Adobe Suite (Premier, Audition, Photoshop, Illustrator, InDesign), Google Suite, Microsoft Suite, Eventbrite
- **Languages:** Chinese (Mandarin), English