

# ALICE ZHANG



San Francisco Bay Area



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## EDUCATION

### Northwestern University

MEDILL SCHOOL OF JOURNALISM

GPA: 3.61 | 2012 - 2015 (early)

**B.S. Journalism**, Business Institutions minor, Certificate: Integrated Marketing Communications certificate

## SKILLS

### LANGUAGES:

Professional fluency in Spanish

Proficient in Mandarin Chinese

### SOFTWARE:

Cision, Smartsheet, Hubspot, Hootsuite, TrendKite, Adobe InDesign, Photoshop, Lightroom, Microsoft Excel, PowerPoint  
CMS: WordPress, Squarespace, Drupal  
HTML/CSS (basic)

## CERTIFICATIONS & COURSES

Hubspot Content Marketing Certificate

Hubspot Email Marketing Certificate

Lynda SEO Fundamentals

+Acumen: Social Entrepreneurship 101

## HONORS & AWARDS

### The Hoffman Agency

Buzz Lightyear Award 2017; nominated by peers for going "to infinity and beyond"

### Business Marketing Association of Chicago

2014 mPower Scholarship Recipient; recognizes emerging leaders in B2B marketing

### Northwestern University

Freshman Emerging Leaders Program 2013

Dean's List 2013-2015

Associated Student Government - Student Life Committee

### Scholastic Art & Writing Awards

Gold Key Winner 2009, 2011

Honorable Mention 2010

Nation's longest-running, most prestigious writing and arts award for creative youth

## PROJECTS

### Editor-in-Chief, Veracity Magazine 2014-15

Founded a quarterly print magazine exploring the intersection of faith and modern culture. Managed an editorial staff of 25 students and developed mission statement, content style guide, and edited articles. Offered a \$25,000 grant by The Veritas Forum.

## EXPERIENCE

### Account Executive | The Hoffman Agency

FEB 2017 - PRESENT | San Jose, CA

[www.hoffman.com](http://www.hoffman.com)

- Conduct strategic media outreach surrounding company and industry news for a range of global consumer/enterprise tech clients, securing briefings with publications including Bloomberg, CNET, and more
- Develop corporate messaging for multi-platform campaigns and produce content including press releases, thought leadership bylines, pitches, blog posts, speaking/award submissions and briefing docs
- Track, analyze, and compile client-facing monthly metrics reports, media coverage reports, and end-of-month reports
- Manage Fortune 150 client's social media channels (Twitter, LinkedIn)
- Awarded Buzz Lightyear Award in August 2017 for going "to infinity and beyond"; received fast-track promotion to AE in six months

### Microfinance Communications Associate | HOPE International

FEB - DEC 2016 | Lima, Peru

[hopeinternational.org](http://hopeinternational.org)

- Executed HOPE's mission of alleviating global poverty through the microfinance project, training participants in financial skills and conducting interviews to tell stories of transformation and impact
- Co-directed the initial, year-one growth of social enterprise designed to educate female entrepreneurs to rise out of poverty; optimized growth strategies to increase reach of project; made executive planning decisions, created marketing materials, balanced the budget, and managed a team of 15 people
- Developed monthly financial reports of the 70+ savings groups
- Translated meetings between key stakeholders, acting as liaison for global teams and assisted in revising annual strategic plan in Spanish
- Created a year-end magazine in Spanish distributed to 1000+ people to celebrate project milestones and tell stories of impact in the community, executing all reporting, writing, graphic design
- Personally fundraised over \$15,000 to fund the experience abroad

### Public Relations Consultant | Azazie

SEPT 2015 - FEB 2016 | Mountain View, CA

[azazie.com](http://azazie.com)

- Consulted on PR strategy, drafted complete media kit communications, and crafted social media identity for made-to-measure wedding dress startup
- Wrote 30+ blog posts and guest articles, managed partnerships with Instagram influencers, and landed placements in top wedding media

### Editorial Resident & Fact Checker | New York Magazine

MAR 2015 - SEPT 2015 | New York, NY

[nymag.com](http://nymag.com)

- Fact checked print magazine articles for the bi-weekly issue through detail-oriented research, calling sources, and was selected as the designated fact checker for Design and Weddings issues
- Worked directly with senior editors, section editors, and art director to ensure editorial integrity and factual accuracy on assigned articles, plus review page proofs, and make content edits to final layouts

### Public Relations Intern | Smarthinking PR

JUL 2013 - MAR 2015 | Chicago, IL

[smarthinkingpr.com](http://smarthinkingpr.com)

- Wrote 30+ press releases and media advisories for upcoming client announcements in the food & drink, nonprofit, and higher ed verticals
- Participated in ground-up PR efforts of various startups, writing website copy, compiling media lists, and preparing B2B/B2C materials
- Built strategic media lists and conduct editorial calendar research

### Editorial Assistant | 7x7 Magazine

JUN - DEC 2014 | San Francisco, CA

[7x7.com](http://7x7.com)

- Wrote news, culture and lifestyle articles about San Francisco city life
- Fact checked articles for online/print sections, researching article topics and served as liaison between sources and editors
- Contributed to 7x7's annual Weddings print issue by writing FOB/BOB features, editing resource directory, receiving pitches as main editorial contact, and researching industry trends at-large