

ZHANG Linzhuo Vicky

Tel No: 15504432110 | Email address: vickyzhanglinzhuo@163.com | [About Me](#)

EDUCATION

The University of Hong Kong | Master of Journalism (AI & Media Concentration) Sept 2025 – Nov 2026

- Major focus: Digital Journalism (social media & website operating), Video News Production (interview, film, edit), Reporting and Writing, AI and Media Innovation, Data Skills in Journalism (analyze and collect data by Excel and R)
- Scholarship: HKU Master of Journalism Admission Scholarship (2025)

The Chinese University of Hong Kong | Bachelor of Social Sciences (PR & Advertising) Sept 2021 – Dec 2024

- Major focus: Integrated Marketing Campaign, Audience Analysis & Strategy, AI Applications in Media
- Scholarship: CUHK Outstanding Students in the School of Journalism and Communication Shum Wai Yau Prize

INTERNSHIP EXPERIENCE

China Media Group (CMG) – Asia-Pacific Regional Office May 2026 – Present

Intern Reporter *Hong Kong*

- Participated in bilingual (Chinese/English) news production for CMG's Asia-Pacific bureau, assisting with on-site interviews, scripting, and post-production for programs aired on CGTN, CCTV-4 and CCTV Video platforms.
- Managed social media content operations for the CMG Hong Kong's Facebook & CCTV video page, including multilingual copy adaptation, post scheduling, and audience engagement tracking. Also performing bilingual proofreading and translation of scripts and articles to ensure cross-language consistency, tone accuracy, and cultural relevance across all content.

Earth.Org – a leading environmental news platform Sept 2025 – Dec 2025

Social Media Intern / Volunteer writer *Hong Kong*

- Independently managed and produced all content for the Earth.Org's Instagram account, including breaking climate news, weekly news reports, interactive reels and quizzes production, and in-depth feature stories writing.
- Generated 1.4k+ interactions (7× the average) and boosted account exposure by 30% with a single COP30 real-time summary [post](#) – independently covering the conference and publishing timely updates that resonated with the global audience.
- Produced the organization's first data visualization news [article](#), conducting R-based data analysis and transforming complex findings into accessible, visually driven storytelling – demonstrating the ability to turn raw information into polished, user-facing content.

IQIYI | Led execution of variety show May 2024 – Sept 2024

Production Intern *Hunan, China*

- Participated in pre-production planning for the head variety show, contributing to script structuring, storyboard development, and visual style definition through multiple creative brainstorming sessions.
- Conducted on-site location scouting across Beijing, Shanghai, and Qingdao, identifying and securing 3 "Sports City" – themed core venues while anticipating logistical challenges to ensure smooth filming execution.

Jilin Radio and TV Broadcasting Station | News content and feature interview production April 2023 – Sept 2023

News Production Intern *Jilin, China*

- Produced and edited 90+ short-form video news packages for multi-platform social media distribution. Including 15+ high-quality news production, which increased the page views of official accounts by 40% and enhanced the station's digital footprint.
- Independently managed the production of 4 feature interviews, implementing the entire process from pre-production stage, including story conceptualization & pitch, scriptwriting, presenting, to post-production stage, including editing and publishing. Interview contents cover: Blood Donation Day, diplomatic interviews at the Northeast Asia International Expo, etc.

PROJECT EXPERIENCE

L'Occitane Asia-Pacific IMC Campaign | APAC region on Sustainability [project](#)

November 2024

Student Agency

Hong Kong

- Partnered with a 4-person team to promote L'Occitane's APAC sustainability projects; led green product marketing and sustainable consumption advocacy via Instagram, WeChat, Xiaohongshu to engage wide audiences.
- In charge of conducting Target Audience analysis and marketing research in the region to understand consumer needs, preferences, and trends related to sustainability, guiding marketing strategies and product positioning.
- Produced a one-minute [TVC](#) for L'Occitane, managing all phases from pre-production script preparation and on-set prop coordination to timeline management and post-production editing oversight.

My Place, AIDS Concern Marketing Campaign | Hong Kong Sexual Health NGO [project](#)

October 2024

Student Agency

Hong Kong

- Supported My Place social organization with online and offline initiatives (poster design, WhatsApp/Instagram community building), boosting its brand awareness and public recognition of sexual health care importance.
- Led the creation of core event content, including the design of 6 posters and the comprehensive scheduling and marketing budget planning in Excel. The professional output was successfully [adopted](#) by MY PLACE's social media and PR departments, launched on International Women's Day (March 8), and provided solid foundational support for the smooth execution of the campaign.

Asiana Airlines | Instagram Creative 'Graduation Season' [campaign](#)

April 2024

Student Agency

Hong Kong

- Teamed up with 3 students to design Asiana Airlines' Instagram "Graduation Season" campaign, targeting Hong Kong fresh graduates and centered on 16 MBTI types delivering a proposed TVC, 4 supporting posters, and a West Kowloon Cultural District on-site event.
- Led target audience research & analysis and conducted/edited audience interviews; the campaign was well-received and formally referenced for [implementation](#) by Asiana Airlines in 2024.

EXTRACURRICULAR ACTIVITIES

Volunteer of the China Changchun International Film Festival

July 2025

- Led 3 "Film & City Culture" guided tours for international guests, introducing Changchun's film history (e.g., former Changchun Film Studio) and local cultural landmarks.
- Supported the festival's social media outreach by capturing 20+ high-quality photos/videos of events, which were used in official posts (reaching 10k+ impressions on Weibo).

Director of CUHK M-Singing Club

2021-2023

- Conceptualized and led the annual "CUHK Mandarin Singing Gala" (a flagship campus event), managing a 25-person organizing committee to coordinate venue booking, performer recruitment, and audience promotion.
- During pandemic periods, pivoted the show to a fully online format via Bilibili Live, designing live streaming workflows (e.g., pre-event equipment testing, real-time comment moderation, performer backstage coordination) to ensure smooth execution.

Volunteer of L'Occitane Plastic Odyssey Expedition

Dec 2024

- Assisted in the setup and operation of the expedition's mobile plastic recycling station at Tsim Sha Tsui, guiding 80+ local residents (including students, families, and community members) through hands-on plastic sorting, cleaning, and preliminary recycling processes. Ensured compliance with the expedition's safety standards, achieving zero operational incidents.

SKILLS

Technical Skills:

- Data analysis & visualization: (SPSS, R Studio, tidyverse, ggplot2); Multimedia & creative suite (Adobe Premiere Pro, Audition, Photoshop, Lightroom, Canva); Productivity & collaboration (Microsoft Office Suite, Google Workspace, Microsoft Teams, Notion).
- AI tools: DeepSeek, Midjourney, Canva AI, ChatGPT, Notion AI.

Language: English (Proficiency), Mandarin (Native), Cantonese (Conversational proficiency).

Hi there 🙋

Thanks for taking time to review my CV,

The projects and experiences mentioned in my resume are just the tip of the iceberg – I've included selected work samples on the following pages to give you a closer look at what I've created across English writing, content design, and video production. Some of these are also linked directly in the portfolio for easy reference.

I hope you enjoy browsing through them as much as I enjoyed making them. Happy scrolling ✨

China Media Group (CMG) – Asia-Pacific Regional Office (Intern Reporter)

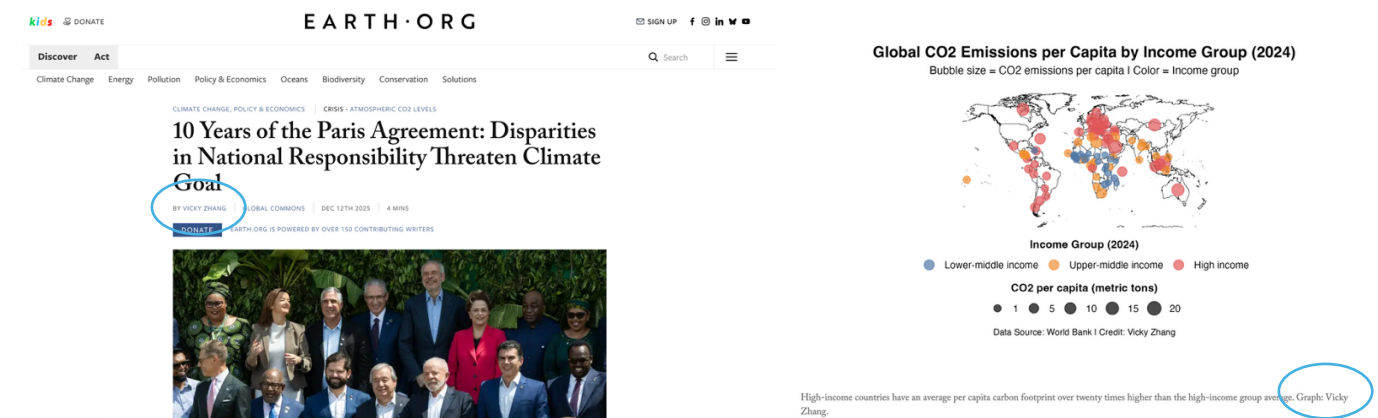
Responsible in Script Writing (Chinese/English):

- 29th Anniversary of the Establishment of the HKSAR (CCTV News)
https://content-static.cctvnews.cctv.com/snow-book/video.html?item_id=12015390954090626004&t=1782901822102&toc_style_id=vi
- South China Sea Issue (CGTN)
<https://news.cgtn.com/news/2026-07-14/VHJhbnNjcmlwdDkxNTM4/index.html>

Responsible in Video Production:

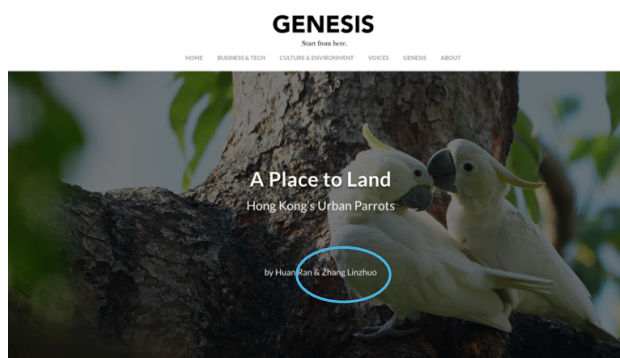
- Hong Kong FIFA Museum: <https://www.yspapp.cn/5TXJ>
- Hong Kong Immigration Department & Hong Kong-Zhuhai-Macao Bridge "Contactless e-Channel" – CCTV Video: <https://www.yspapp.cn/5TXP>
- Ningxia Culture & Tourism Hong Kong Promotion Conference – CCTV Video: <https://www.yspapp.cn/5TXR>
- Hong Kong Museum of History Exhibition – CCTV Video: <https://www.yspapp.cn/5TXV>

Earth.Org - Social Media Intern (Article writing and data visualization): <https://earth.org/10-years-of-the-paris-agreement-disparities-in-national-responsibility-threaten-climate-goal/>



The University of Hong Kong Master's Project (News Documentary – A-grade, HKU Top Honor)

- Led a 10-min documentary on Hong Kong's endangered parrots – from research and expert interviews to editing – selected for publication on the HKU's Academy website.
- Link: <https://jmsc6110a.com/capstone2026/a-place-to-land-hong-kongs-urban-parrots/>
- Documentary link (YouTube): <https://www.youtube.com/watch?v=eaPCWEdWUYg&t=5s>
- AI application: an AI-generated animation segment (from the 8-min mark) to visualize artificial nest box installation and internal structure, enhancing explanatory clarity.



For residents living near urban parks in Hong Kong, a high-pitched squawk that comes in bursts may be a familiar sound in the quiet morning.

At a casual glance up, a flock of snow-white birds with flashing yellow crowns can be seen flying overhead and landing on branches and light poles.

Many may not realize they are looking at one of the world's rarest birds: the yellow-crested cockatoo.

But for scientists, the birds' presence is more than a familiar part of the cityscape. It represents a rare conservation opportunity for protecting an endangered species in Hong Kong.

