

TRACY (ZIHAN) ZHANG

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EDUCATION

Stanford University, Stanford, Calif. September 2022 – June 2023
Master of Art in *Data Journalism* GPA: 4.1/4.0

Northwestern University, Evanston, Ill. September 2018 – June 2022
Bachelor of Science in *Journalism* and *Economics* | Minor in *Film and Media Studies*
GPA: 3.93/4.00 | Dean's List: 12 of 12 quarters

PROFESSIONAL EXPERIENCE

CNN – Producer I, New Media, Washington, DC October 2023 – Now

- Translate complex electoral data into broadcast narratives for CNN's Magic Wall, analyzing datasets in Python/SQL and building real-time visualizations (HTML/CSS/JavaScript) that made election results accessible to 10M+ viewers
- Automate live vote analysis to deliver quick updates for high-stakes broadcast storytelling under extreme time pressure
- Improved and shipped tools generating interactive TV graphics by leading QA/UX (GitHub/Jira/Confluence, Figma)

San Francisco Chronicle – Social Video Intern, San Francisco, CA January 2023 – April 2023

- Produced original videos for social media platforms using Premiere Pro and After Effects and gained over 200K views
- Designed scalable video templates for the newsroom to enable rapid response to breaking news across platforms
- Conducted competitive analysis across 20+ news outlets to identify content gaps and inform strategic positioning for digital audience growth

POPSUGAR – Social Media and Partnerships Intern, New York City, NY (Remote) January 2022 – March 2022

- Developed social-first content strategy across Facebook, Twitter, and Pinterest that increased traffic through iterative testing of messaging, formats, and timing
- Translated entertainment trends into audience-facing stories, pitching and packaging web content that drove engagement

Portrait (RenWu) Magazine – Journalist Intern/Freelancer, Beijing, China July 2019 – December 2021

- Reported on complex, sensitive social issues (corruption, education reform) through investigative stories that reached 5M+ readers, making difficult topics accessible and shareable across demographics
- Developed differentiated storytelling across formats (investigative, profiles, lifestyle) that expanded audience reach and drove 1M+ additional views

Vogue (Condé Nast China) – Editorial Intern, Beijing, China June 2021 – September 2021

- Copy-edited and fact-checked the August 2021 issue of Vogue Me using Adobe InCopy
- Produced video content for photoshoots using Premiere Pro, creating engaging multimedia assets for digital platforms

CAMPUS AND LEADERSHIP EXPERIENCE

Data Journalist/Multimedia Producer, Peninsula Press, Stanford, CA September 2022 – June 2023

- Developed [Campus Crimewatch](#), a reproducible web app for centralized and accessible campus crime data featuring interactive map and data visualization, using HTML, CSS, and JavaScript within a 10-week timeframe.
- Reported Bay Area stories utilizing video production, immersive journalism, and data journalism techniques.

SKILLS

Digital Media: Adobe Creative Suite (Premiere, Photoshop, InCopy, InDesign, After Effects), Excel, Figma, Final Cut Pro
Programming: CSS, HTML, JavaScript, Python, R, SQL, Stata
Language: Mandarin (native), Korean (working proficiency)