

# Winnie (Huiyu) Hsu

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## JOURNALISM EXPERIENCE

### The BBC News / BBC World News

Tokyo, Japan

Summer Intern (Researcher, Local Fixer)

Jul. 2021 - Aug. 2021

- Supported BBC World News team covering 2020 Tokyo Olympics (e.g., fact checking for presenter going on LIVE)
- In one week, contacted, screened, scheduled and prepared briefs for ~14 local guests from a variety of backgrounds (e.g., volunteer, TV host, business leader, protester) to speak LIVE on BBC World News regarding the Tokyo Olympics
- Conducted two vox pops (on the overall sentiment towards the Olympics, and opinions on the government blaming young people for the increase of COVID cases) that were aired on BBC World News
- Fixed guests and organized shoot for two packages ([Japan's Youngest Olympic Champion](#); [The Burden of Care in Japan](#))
- Voiced-over for the [Young Carer in Japan](#) (26'45") package published on Radio 4

### Asian Boss Inc. (Youtube Channel with 3 million subscribers)

Tokyo, Japan

Japan Country Lead (Freelance Reporter / Producer / Director)

Dec. 2020 - Aug. 2021

- Spearheaded planning, execution and production of all street interviews and documentaries in Japan
- As producer, pitched ~5 stories per week, wrote proposals and pitch packs, drafted scripts based on pre-screening interviews, organized shoots, and worked with videographers and assistant directors on shoots
- As reporter, conducted in-depths one-on-one interviews for documentaries and street interviews regarding social issues

### NHK (Japan Broadcasting Corporation)

Tokyo, Japan

Freelance Travel Reporter, TOKYO EYE 2020 / Journeys in Japan, NHK WORLD

Oct. 2016 - Aug. 2021

- Reported for ~20 episodes on interesting aspects of life in Tokyo for an international audience from ~160 countries / regions
  - Interviewed locals / foreign visitors regarding Japanese traditional culture, innovation, and tourism experiences in three languages, and worked with the producer and director for editing and voiceovers
  - Achieved high viewership ratings (ranked #2 of the day with ~20-min viewing of a 28-min show) for the Yokohama episode
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## OTHER WORK EXPERIENCE

### L.E.K. Consulting

Tokyo, Japan; Massachusetts, United States

Senior Associate Consultant

Jan. 2021 - Jul. 2021

Associate

Sep. 2017 - Aug. 2019

- Led primary research including customer / expert interviews and internal management interviews, conducted secondary research and developed market models to assess the market dynamic and value at stake to clients mainly in healthcare
  - Managed and coached junior project members, participated in recruitment of new hires as the most junior interviewer in the Tokyo office and provided training to new hires on interview skills
  - Engaged in 20+ wide-ranging strategy / management consulting projects including due-diligence, long-term growth strategy, market entry, turnaround strategy development in healthcare and consumer goods industries
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## EDUCATION

### Medill School of Journalism, Northwestern University

Illinois, United States

Master of Science in Journalism, Specialization in Video and Broadcast; GPA: 4.0/4.0

Sep. 2021 - Aug. 2022 (expected)

- Awards: \$16,000 Merit-based scholarship

### University of Tokyo

Tokyo, Japan

Bachelor of Arts in Environmental Science, Minor in Cognitive Brain Science; GPA: 3.9/4.0

Oct. 2013 - Sep. 2017

- Awards: Daiwa Security-University of Tokyo Scholarship; Award for Outstanding Thesis

### Johns Hopkins University

Maryland, United States

International Exchange Student with full scholarship from UTokyo; Research Assistant; GPA: 3.8/4.0

Aug. 2015 - Mar. 2016

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## SKILLS

- Journalism: Adobe Premiere, After Effects, Photoshop, Canon 80D, Canon XF605, HTML, CSS, JavaScript, AP Style
- Language: English (Business), Mandarin (Native), Japanese (Business), Korean (Basic), Taiwanese (Basic)