

Draco Guan

I'm a seasoned investigative journalist and producer, having spent four years covering complex and sensitive topics in China and then four years immersed in video, radio and digital journalism in the U.S.

(213)431-7357

haotiang@usc.edu

www.linkedin.com/in/dracoguan

EDUCATION

University of Southern California, Annenberg School of Journalism

Los Angeles, CA

Master of Arts, Specialized Journalism

Dec 2022

Wuhan University, School of Journalism and Communication

Wuhan, China

Bachelor of Science, Radio and Television Production

May 2017

PROFESSIONAL EXPERIENCE

Lead Producer

Jan 2022–Present

Annenberg TV News

Los Angeles, CA

- Produce a daily 6pm newscast covering breaking news and enterprise stories in and around Los Angeles for an audience of 20K. Build rundown and write preshow, welcome and teases.
- Managed a 30+ member newsroom alongside EP. Outline news gathering priorities, assign stories to reporters and on-air talents. Coordinate with line producers, graphics and control room throughout the day.
- Designed social media branding strategy and created series of BTS vertical video on Instagram and TikTok.
- Conducted audience research; presented findings to serve emerging viewers among Millennials and Gen-Z.

Anchor/ Foreign Affair Reporter

Jan 2022–Present

Annenberg TV News

Los Angeles, CA

- Created weekly segment “Global City” as international news initiative in local TV. Research, shoot, edit, and present live reports from studio on global affairs concerning local communities.
- Spearheaded the coverage on Russia’s aggression and its impact on LA’s Ukrainian community, 2 months before the war; Exclusive report on Shanghai’s Covid Lockdown and its impact on international students abroad.

Foreign Correspondent / On-air Host

May 2018–May 2020

NetEase News U.S.

Los Angeles, CA

- Covered film festivals for streaming network, using bilingual reporting to help global viewers overcome language and cultural barriers. Content featured regularly by major outlets in China, tallied 1.2 billion global viewers.
- Multi-tasked as on-air host & field producer to put together an exclusive live coverage of the 45th Student Academy Awards, with unscripted red-carpet interviews; reached over 2.7 million viewers.
- Recruited and managed a crew of 12 to cover Hollywood’s award season, reporting on 8 major events like Asian Film Festival, Newport Beach Film Festival, Variety’s Awards in 3 weeks under deadline pressure.

Multimedia Journalist, Weather Anchor, Talk Show Host

July 2017–Dec 2019

USC Annenberg Media

Los Angeles, CA

- **Multimedia Journalist:** Researched, wrote, shot, reported and edited day-of-air stories as a one-man band under deadline pressure for publication’s four leading platforms: web, TV, radio, and social media.
- **Anchor:** Present weather forecast using chromakey. Reports on 2018 wildfire won student Edward R. Murrow awards.
- **EP:** Launched USC’s first Mandarin Talk Show from ground up. Led a team of 6 from development to delivery. Hosted episodes featuring high-profile guests like David Henry Hwang, Dr. Fang Zhou Zi and Oscar winner Mizi.

Investigative Journalist

Jan 2016–Jan 2017

CCTV News

Beijing, China

- Produced award-winning investigative series on China’s poaching crime and ecological crisis for the largest state broadcaster in the world, prompting immediate legislative amendment to decades-old national wildlife protection law.
- Navigating censorship and confronting local police harassment, published 5 in-depth investigative series, 22 news packages and 68 social media posts on pressing social issues and underrepresented communities across China.

SKILLS

Language: English, Mandarin.

Publishing: iNews, ENPS, WordPress, Microsoft Office, Tableau. AP style. Basic HTML, CSS and JavaScript

ENG A/V: Cinematic camcorder Sony FS5; DSLR or Mirrorless photography; VR camera, DJI drone and Mojo kits.
Adobe Premiere Pro, After Effect, Photoshop and Lightroom. Canvas.