

A O R U I P I

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Experience

AAJA HQ Intern at Asian American Journalists Association April 2023 – Present | Los Angeles, CA

- Assist the communication team in the strategic planning and logistical coordination of the AAJA23 national convention
- Draft, update and edit engaging social media posts, organization statements and weekly newsletters for both the AAJA convention and HQ, effectively communicating key messages to the target audience
- Collaborate with cross-disciplinary team members, including content creators and subject matter experts, to gather relevant content and information for social media posts and organization statements, ensuring accuracy and consistency in messaging

Multimedia Journalist at Annenberg Media Aug. 2022 – May 2023 | Los Angeles, CA

- Pitched, reported and wrote news articles related to the Los Angeles community weekly
- Interviewed, sourced and produced video and audio packages
- Shot journalistic photographs for multimedia presentations and edited with Adobe Lightroom
- Managing editor of WeChat Mandarin Desk for vetting content, copyediting, managing workflow and posting
- Read my stories here: <https://www.uscannenbergmedia.com/author/aorui-pi/>

News Producer at Annenberg Media TV Jan. – May 2023 | Los Angeles, CA

- Produced and directed daily newscasts for ATVN, overseeing all aspects of production, from story pitching to final broadcast
- Collaborated with reporters and anchors to write and edit news scripts, ensuring accuracy, clarity and engaging delivery
- Conducted research to identify trends and generate story ideas, staying up-to-date on breaking news and social conversations to create engaging content
- Watch our shows on YouTube here: https://www.youtube.com/watch?v=A_9BChCjfls

New Media Intern at Phoenix Satellite Television (US) Aug. 2021 – June 2022 | Los Angeles, CA

- Wrote, edited and posted 6-10 news feeds in Mandarin on Twitter, Facebook, Instagram and Weibo daily
- Managed the entire production process for Speed Rider from storyboarding to shooting and editing with Adobe Premiere
- Executed creative vision on tight budgets that consistently hit production deadlines
- Brought up-to-date information to audience by operating CMS

Production Intern at Peter Greenberg Worldwide Jan. – April 2021 | Remote

- Researched current events for radio, podcasts, articles and television shows for Emmy-winning travel editor Peter Greenberg, to be aired on various media platforms including CBS News, Costco Connection and more
- Pitched, edited, and wrote travel news stories that are relevant to current affairs for PG.com
- Transcribed audio interviews and wrote show promotion

Co-Founder & Editor in Chief at WeMedia Lab Sept. 2019–April 2021 | Syracuse, NY

- Lead 15 editors, proofread and edited five articles per week on topics including student experience, campus news and school resources to audience in China and other Mandarin speaking countries
- Initiated, pitched and planned a diversity and inclusion roundtable project, WeRound
- Managed and organized content calendar for two WeChat platforms: SyracuseU and WeMedia Lab
- Gained 5,000+ new followers for the two WeChat accounts

Skills

AP Style, Fluent Chinese, Conversational French

HTML, CSS, JQuery, Java

Microsoft Excel, Word, PowerPoint, Teams

Adobe Premiere Pro, Lightroom, Audition, Lightroom, Illustrator, Photoshop

Google Analytics, WeChat Official Account, Weibo Official Account

Education

Annenberg School for Communication and Journalism

Master of Science: Journalism

University of Southern California

May 2023

S.I. Newhouse School of Public Communications;

Bachelor of Science: Advertising (Production Emphasis) Dean's list

Minors: French & Francophone Studies & Psychology

Syracuse University

May 2021