

Chentao Cui

Multimedia Storytelling, Social Media Strategy, Marketing & PR

Birth: Nov 1984

4747 30th Ave SE, Seattle, WA, 98105



SKILLS

- **Journalism:** Storytelling, Report Writing, Photography, Data Journalism, Live Report, Multimedia Editing;
- **Adobe Creative:** Photoshop/Premiere/Audition/After Effects;
- **Data Analysis & Visualization:** Excel, R, Python, SQL Lite, Flourish;
- **Marketing and PR:** Marketing and Social Media Strategy, Brand building, Crisis PR, Media Resources Management.
- **Language:** Mandarin (Native Speaker), English (Proficiency)

EXPERIENCE

[UW Center for an Informed Public](#) - *Communication Student Assistant*

Jan 2024 – Mar 2024

- Support MisinfoDay 2024 event communication and video production.

[Yunnan Tengyun Information Industry Co., Ltd](#)- *PR Director, Fulltime*

Apr 2021 – Sep 2023

- Lead the PR team, managing 50+ media resources.
- Create content about the company, main products and services.
- Crisis PR, monitor related information about Tengyun.
- Operate the WeChat public account and official website.

[Chinese for Affirmative Action](#) - *Chinese Digital Engagement Organizer, Contractor*

May 2020 – Mar 2021

- Operate, edit and write on three WeChat public accounts for Chinese for Affirmative Action(CAA): 美国华促会, 美国华人杂谈
- Create, plan and edit more than 50 pieces about rumor fact-checking, [Stop AAPI Hate](#) Crimes, Affirmative Action in Chinese.
- Support daily press works, like translating, press releases, website updates and virtual events.
- Work with CAA team on legislation campaigns, against discrimination and support local immigrant communities.

Arizona State University - [*Hubert H. Humphrey Fellowship Program*](#), *Full-time*

Aug 2019 - May 2020

- Learn Leadership, digital audience analysis, sustainability documentary and data journalism.
- Practice journalism skills in different workshops and events.
- Volunteer as the photographer and social accounts operator for our cohort.

China Central Television - *Reporter/Editor, Full-time*

Oct 2009 - Aug 2019

- Work as a reporter for CCTV-13 Chinese News Channel at CCTV Yunnan Report Station from 2012 to 2019. Produce more than 1000 pieces of news and 200 live reports. Breaking News, Feature Stories about environmental issues, and investigative news in the tourism market are my main fields of concern.
- Work as a stock market program editor for CCTV-2 Finance and Economy Channel in Beijing from 2009 to 2012. Daily coverage of news that may affect the stock market, including macroeconomic data and policies, major news related to industries and investigative reports related to listed companies.

GroupM - *Technical Planner, Full-time*

Sep 2008 - Sep 2009

- Analyze the audience rating of TV programs and create media plan for certain clients.

Beijing Olympic Broadcasting Company - *Technical Assistant, Part-time*

May 2008 - Aug 2008

- Support a professional team to build a commentary operating system to help commentators from all over the world report and comment on games of the Olympics.

EDUCATION**University of Washington, Seattle** – [*Communication Leadership Program*](#)

Sep 2023 - Apr 2025(Est.)

- Major: Master of Communication in Digital Media
- Main Classes: Leadership and Communities, Foundations of Audio Storytelling, Future of Marketing, Professional Short-Form Writing, The Psychology of User Experience, etc.

Arizona State University, Phoenix – [*Certificate of Hubert H. Humphrey Fellowship Program*](#)

Aug 2019 - May 2020

- Major: Journalism and Mass-Communication
- Main Classes: Leadership, Data Journalism, Sustainability Documentary, Digital audience analysis

Communication University of China, Beijing - *Bachelor of Science*

Sep 2004 - Jun 2008

- Major: Information and Computing Science

- Main Classes: Mathematical Analysis, Probability and Mathematical Statistics, Advanced Algebra, Data Structure.

PERSONAL PRODUCTS & CERTIFICATION

- Short Documentary: [Fighting for a home](#)
- Short intro video: [Intro Humphrey Cohort](#)
- Certificate of Completion NICAR BOOT CAMP by [Investigative Reporters and Editors](#), Sep 16-19, 2019
- Participation in the NICAR 2020, New Orleans
- Some live reports when I worked in CCTV: [Clip1](#), [Clip2](#), [Clip3](#).