

# Cyan Zhong

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portfolio [madebycyan.com](http://madebycyan.com)

## EXPERIENCE

### Content Team Lead, Content Strategist

Thinktown Education | New York, NY

Nov 2019 - Present

Led the company through a marketing team restructure and a website redesign, then established brand-level content strategy and marketing guidelines for 5 international offices

Built a social media matrix of 7+ accounts across the U.S. and China; managed a Chinese short video brand account personally and grew its following to 5000+ in the first 3 months

Manage a team of 6 full-time members, 20+ freelancers, and oversee the production of bilingual content for Thinktown's owned, earned and paid media channels

### Content Strategist

Sensive | Brooklyn, NY

Jan 2020 – Sep 2020

Revamped the landing page content in collaboration with the product team, and launched email campaigns to announce new product features

### Writer

GreenBiz Group | Oakland, CA

Jun 2019 – Dec 2019

Wrote startup profiles, event recaps, podcast scripts, social copy and long-form analysis for business audience in the CSR and cleantech space, following SEO guidelines

Co-managed content calendars for editorial and social media, published articles in the CMS and tracked performance on Google Analytics

### Co-founder, Writer

The HostHQ | Chicago, IL

Feb 2019 – Jun 2019

Co-created a media product that helps local gig economy workers manage their home-sharing businesses, and identified product market fit through iterative user interviews and testing

Managed content calendar and wrote newsletters articles, blogs, social posts to engage end users

## EDUCATION

### Northwestern University

Medill School of Journalism

M.S. in Journalism

2018-2019

### University of Wisconsin - Madison

B.A. in Journalism

Certificate in Italian

2013-2017