

TONG ZHAO

HK TTPS(C) | tong.zhao@nyu.edu | +852 6951 0714 | Portfolio: www.tongzhao.work | Availability: Full-time (immediate; 2026+)

EDUCATION

New York University, New York, NY, U.S., GPA: 3.42 / 4.0 Sep 2020 – May 2025
Leonard N. Stern School of Business, Bachelor of Science in Business (Concentrations: Marketing; Computing and Data Science)
Tisch School of the Arts, Bachelor of Fine Arts in Film and Television (Minor: Producing)

EXPERIENCE & LEADERSHIP

Marketing & Recruitment Supervisor, **NYU Office of Undergraduate Admissions**, NYC, U.S. Nov 2022 – May 2025

- Led Welcome Center and tours (100 visitors/hr; 600/day). Supervised 150 ambassadors. Orchestrated check-in, crowd flow, and escalations. Oversaw 1.5K daily calls / emails. Standardized response procedures and maintained <30s response time.
- Engineered hiring analytics with Qualtrics / Excel for 700 applicants, 100 interviews, 50 offers. Published weekly MeetNYU (WordPress) and IG / TikTok content (67.9K IG followers; 53.4K TT followers; 1.3M TT likes).

Sponsorship Team Leader, **Fusion Film Festival**, NYC, U.S. Nov 2021 – May 2025

- Landed 15 sponsorships (75% close rate/year), generating USD \$10K/year in-kind value (incl. Adobe, Canon, HBO, Avid) for 4 annual film festivals 2022–2025 (1K attendees/year).
- Established sponsor outreach pipeline (85% renewal rate/year). Deployed sponsor fulfillment across program, website, social, signage, and screening/panel mentions.

Marketing & General Managing Intern, **JOYE! Art Group**, NYC, U.S. May 2023 – Aug 2023

- Crafted campaign assets in Canva / Photoshop. Unified sizing and brand styling.
- Drove newsletter and spend tracking: targeted Mailchimp sends and Excel budget-to-actual and reimbursements.

Production Intern, **Hoff Media Studios**, NYC, U.S. May 2023 – Aug 2023

- Coordinated 12 YouTube and podcast episodes across pre/post-production. Edited publish-ready cuts in Adobe Premiere Pro.
- Logged continuity notes and organized media. Handled recording logistics and monitored equipment / prop rentals and purchases.

Treasurer, General Manager, Assistant Producer, **Tisch New Theatre**, NYC, U.S. Sep 2021 – May 2023

- Stewarded budgets (USD \$90K) for 9 Off-Broadway shows (2K total attendees) across “*Amélie*”, “*Spring Awakening*”, “*Cabaret*”. Convened production meetings and tech week. Produced BTS content (4K IG followers). Operated box office and front-of-house.
- Reconciled ticket sales, comps, and rush inventory. Finalized settlements and show closeout. Implemented segmented pricing tiers and comp strategy. Negotiated discounts / in-kind (incl. Whizz and Buzz, The Cutting Room) and drafted contracts / offer letters.

FILM & THEATRE PROJECTS

Producer, Director, Writer, Editor, **Short Films “The Red Veil”, “3 PM”, “When I Wake Up”**, May 2021 – Dec 2024

- Scripted 15min films in Final Draft / Celtx. Compiled production packets, storyboards, and shot lists with scene breakdowns. Executed a 3-day shoot with a 25-person cast/crew.
- Edited in Premiere Pro / Avid Media Composer. Color-graded in DaVinci Resolve. Mixed final sound in Pro Tools / Audition.

Producer, **Short Film “Scrambled Eggs”**, NYC, U.S. Oct 2021 – May 2022

- Secured USD \$5K via grants and crowdfunding. Produced a 3-day shoot: mapped production plan, hired 20 cast / crew, and locked 2 locations. Supervised equipment logistics and set operations. Processed invoices and reimbursements.
- Architected post workflow for a 20-min film and spearheaded festival submissions. Official Film Festival selections: New York International Women, Student World Impact, International Social Change, Indie House.

Producer, Cast, Editor, **Student Musical “Dear Evan Hansen”**, Shanghai, China Oct 2020 – Jul 2021

- Produced and performed 2 shows (600 attendees). Recruited 100 cast / crew. Fundraised RMB 10K. Governed production workflows and piloted tech week.
- Designed marketing collateral in Photoshop / InDesign and cut 20 promo / trailer videos in Premiere Pro. Distributed 50 posts on bilibili / WeChat / Weibo, driving 900K views and 3K followers.
- Cultivated 10 partnerships (incl. iMusical, Fudan) via promo swaps / workshops. Fulfilled sponsor deliverables (logo placement, program ads) and governed venue / ticketing / front-of-house operations at Bandai Namco Shanghai.

SKILLS

Python: regression / classification; feature engineering; model evaluation. Tools: pandas, NumPy, scikit-learn, matplotlib, Jupyter.

Excel: optimization and Monte Carlo simulation. Tools: Solver / OpenSolver, Crystal Ball, OptQuest.

SQL: joins / aggregates / filters; dashboarding (calculated fields, trends). Tools: PostgreSQL (pgAdmin), Tableau.

Software: Adobe Ps/Pr/Au/Id/Acrobat; Avid Media Composer/Pro Tools; DaVinci Resolve; Excel, Word, PPT; Canva; WordPress.

Languages: English (fluent, TOEFL 116); Mandarin (native); Cantonese (conversational); Chinese (Simplified / Traditional).