

# TONG ZHAO

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## EDUCATION

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**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: Theatre Producing)

## EXPERIENCE & LEADERSHIP

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

- Led Welcome Center operation and campus tour (100 visitors/hr; 600/day). Supervised 150 direct reports. Orchestrated check-in, crowd flow, and escalations. Oversaw 1.5K daily calls / emails. Standardized procedures and maintained <30s response time.
- Engineered hiring analytics with Qualtrics / Excel for 700 applicants, 100 interviews, 50 offers. Published weekly MeetNYU website articles (WordPress) and IG / TikTok video 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 each year (75% close rate), 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 record logistics on set. 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 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

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*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

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**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, Bilingual), Chinese (fluent, Bilingual)