TONG ZHAO 趙桐

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EDUCATION

New York University, GPA: 3.42 / 4.0 — May 2025
- **Bachelor of Science in Business**. Concentrations: Marketing; Computing & Data Science. — NYU Stern School of Business
- **Bachelor of Fine Arts in Film & Television**. Minor: Theatre Producing. — NYU Tisch School of the Arts

PROFESSIONAL EXPERIENCE

Marketing Intern, Hong Kong French Film Festival, Alliance Française Hong Kong | Hong Kong — Sep 2026 – Present
- Develop social media and marketing campaigns; design posters, social graphics, teasers, and film-specific promotional assets.
- Coordinate marketing deliverables, approvals, revisions, and schedules for announcements, ticketing, screenings, and events.

Marketing & Recruitment Supervisor, NYU Admissions Office | New York — Nov 2022 – May 2025
- Led Welcome Center and campus tours for 600 visitors daily; directly supervised 150 student ambassadors for check-in, crowd flow, and escalations, with 5K guests on Open Days. Oversaw 1,500 daily calls and emails; enforced 30-second response target.
- Built Qualtrics & Excel dashboards for 700 applicants (100 interviews; 50 offers), accelerating and standardizing recruitment.
- Produced weekly content for MeetNYU's website, Instagram (67.9K followers), and TikTok (53.4K followers; 1.3M likes).

Sponsorship Team Leader, Fusion Film Festival | New York — Nov 2021 – May 2025
- Secured 15 of 20 sponsorship targets (75% close rate), delivering US$10K in annual in-kind value from partners including Adobe, Canon, HBO, and Avid across 4 festival editions (2022–2025), each serving 1K attendees.
- Built a sponsor outreach and renewal pipeline, maintaining an 85% annual renewal rate; managed sponsor benefits across the festival program, website, social media, signage, and acknowledgements at screenings and panels.

Marketing & General Management Intern, ¡OYE! Art Group | New York — May 2023 – Aug 2023
- Designed Canva and Photoshop assets for social, email, and print; standardized sizing and branding.
- Built segmented Mailchimp newsletters with link tracking; maintained Excel budget-to-actual and reimbursement logs.

Production Intern, Hoff Media Studios | New York — May 2023 – Aug 2023
- Coordinated 12 YouTube and podcast episodes from planning through delivery; edited publish-ready cuts in Premiere Pro.
- Managed mic checks and backups; logged continuity notes, organized media, and coordinated equipment and prop rentals.

Treasurer, General Manager, Assistant Producer, Tisch New Theatre | New York — Sep 2021 – May 2023
- Managed US$30K budget/show across musicals *Amélie*, *Spring Awakening*, and *Cabaret*. Ran production meetings, tech-week calendars, and box-office & front-of-house operations for 9 sold-out performances (2K total attendees) at Off-Broadway venues.
- Built a Google Forms & Sheets workflow for budgets, approvals, reimbursements, and closeout. Reconciled ticket sales, comps, and settlements; set pricing and comp policies; negotiated discounts and in-kind support; prepared contracts and offer letters.

FILM & THEATRE PROJECTS

Producer, Musical Production, Hong Kong Metropolitan University | Hong Kong — Sep 2026 – Present
- Coordinate creative development, casting, rehearsals, marketing, licensing, and venue operations for 300 audiences; built timeline across auditions, workshops, rehearsals, tech, and performances.
- Develop audition materials, application workflows, callback criteria, and conflict tracking for casting; plan social media promotion, repertoire selection, music-rights research, and rehearsal-to-performance operations.

Producer, Director, Writer, Editor, Short Films "*The Red Veil*", "*3 PM*", "*When I Wake Up*", "*Scrambled* Eggs" — May 2021 – Dec 2024
- Wrote 3 original scripts in Final Draft & Celtx; built storyboards and shot lists; directed 3-day shoots with 25 cast and crew. Edited in Premiere Pro & Avid Media Composer; color-graded in DaVinci Resolve; mixed sound in Pro Tools & Audition.
- Raised US$5K through grants and crowdfunding. Secured permits and insurance for 8 locations; coordinated equipment, invoices, and reimbursements. Managed post-production and festival submissions, earning 4 official Film Festival selections: "*New York International Women*", "*Student World Impact*", "*International Social Change*", and "*Indie House*".

Producer, Editor, Performer, Student Musical "*Dear Evan Hansen*" | Shanghai — Oct 2020 – Jul 2021
- Produced 2 sold-out shows (600 total attendees); recruited 100 cast and crew. Raised and managed RMB ¥ 10K; led 10 departments using rehearsal runbooks, weekly task lists, and a live cue-to-cue and tech-week checklist.
- Designed programs, brochures, and sponsor artwork in Photoshop and InDesign; edited 20 promotional videos in Premiere Pro; published 50 posts across Bilibili, WeChat, and Weibo, generating 900K views and 3K followers.
- Built 10 partnerships with theatre companies and universities via promotional swaps and workshops; delivered sponsor logos and program ads; negotiated venue pricing and managed ticketing and front-of-house operations at Bandai Namco Shanghai venue.

SKILLS & TOOLS

Marketing & Operations: Microsoft Office; Google Workspace; WordPress; Mailchimp; Qualtrics; Genesys; Slate; Humanity
Creative: Canva; Adobe Photoshop, InDesign, Premiere Pro, Audition, Acrobat; Avid Media Composer, Pro Tools; DaVinci Resolve
Analytics: Excel (Solver, Monte Carlo); SQL / PostgreSQL; Tableau; Python (pandas, NumPy, scikit-learn)
Languages: English and Chinese (fluent; written and spoken)