

Resume--Zhilin Fu

ZHILIN FU | Los Angeles, CA | zhilinfu@usc.edu | katherine01.com | [LinkedIn](#)

EDUCATIONAL BACKGROUND

University of Southern California(USC), Annenberg School	Expected 05/2027
Master of Science in Digital Social Media	Los Angeles, CA
King's College London	09/2022-06/2025
BA Digital Media and Culture (2:1)	London, UK

EXPERIENCE

Content & Growth Marketing Practicum – Gashapon Little Tokyo, Los Angeles **01/2026–Present**

- Led end-to-end execution of a short-form content campaign, including production, publishing, paid promotion, and performance tracking
- Developed and A/B tested short-form video creatives optimized for paid social (Instagram Reels, TikTok Ads), improving engagement and reach while identifying high-performing content formats
- Generated **82K+ views and 1.7K+ engagements** on own created ASMR video, driving strong audience interaction
- Increased follower base from **971 to 1,975** within **one week** through paid promotion and content optimization

Assistant of Operations Manager, Oriental News Corporation, Shanghai **05/2023-07/2023**

- Produced TikTok-style short-form news videos by transforming long-form content into engaging, platform-native formats
- Applied visual storytelling, pacing, and caption strategies to improve audience retention
- Supported content operations workflows, including asset management, publishing coordination, and layout preparation
- Analyzed audience engagement data to identify trends and optimize content performance

PROJECT

Creative Content & Visual Design Projects **05/2024-12/2024**

- Designed and produced social media visuals and promotional posters for digital campaigns, integrating concept development, visual storytelling, and brand consistency
- Developed short-form content concepts and creative assets (including unboxing formats and lifestyle visuals) aligned with platform trends, audience insights, and performance-driven strategies
- Translated creative concepts into platform-native executions, ensuring consistency across ideation and execution while aligning with platform formats and user behavior
- Utilized Adobe Photoshop, Illustrator, and Midjourney to create visually engaging and performance-oriented content for social media

Trojan “Taboo Tarot” Campaign **09/2025-12/2025**

- Co-developed a TikTok-led campaign integrating UGC and creator storytelling to increase audience engagement and normalize conversations around protection
- Designed short-form content formats (unboxing, lifestyle, educational) aligned with platform trends
- Contributed to campaign planning, including content structure, hooks, and messaging strategy

SKILLS

Marketing: Content strategy, paid advertising + performance basics, engagement tracking

Video & Content: Short-form video editing, visual storytelling, audience engagement optimization

Tools: Adobe Premiere Pro, Photoshop, Illustrator, InDesign, TouchDesigner

AIGC: Midjourney (visual concept development)