**Evian Zhou**

425 S. 5th Ave., Ann Arbor, MI 48104 • zyiyun@umich.edu • (734) 277- 0943 • <http://www.behance.net/evian-zhou>

 **Creative Design Professional**

**Communications** ~ **Social Media** ~ **Digital Marketing**

* Top performing recent graduate with strong proficiency in ***Creative Design*** who maintains a stellar portfolio demonstrating artistic and forward thinking capabilities.
* Strong commitment to providing the highest caliber of work in the advertising, marketing, and entertainment sectors.
* Possesses exemplary communication skills with complimentary bilingual fluency in English and Mandarin and knowledgeable in conversational Japanese.

**Professional Experience**

**Jan. 2015 to March 2015: MUSKET, Ann Arbor, MI– Assistant Marketing Director**

* Acted as principal photographer and utilized Instagram to create an extensive hype for upcoming performance of “Into the Woods.”
* Designed and implemented successful promotional campaign “Win for Chipotle”, increasing sales by 1,000.

**Sept. 2014 to Dec. 2014: The Moviement Indie Film Entrepreneurship, Detroit, MI – Film Marketing Intern**

* Directed shooting of reality show *Street Cred*, producing a highly impactful promotional video for a marketing campaign, collecting 378 views on Facebook.
* Collaborated with Ann Arbor and Detroit-based organizations, campaigned, organized, and participated in volunteer initiative to help renovate Detroit Youth Community Center, raised $9K+ on GoFund Me website, and motivated group of 50+ volunteers.
* Utilized Facebook, Twitter, and Tumblr, maximizing awareness of above campaign by 1,800 total shares.

**July 2014 to Aug. 2014: DigitasLBi, Chengdu, China– Account Executive Intern**

* Designed and produced social media strategies for national alcohol brand Hong Hua Lang, conveying brand from new perspective to increased awareness and final sales.
* Established successful relationship with Chengdu Culture & Tourism government official agency and designed/executed YouTube media campaign “Come to Chengdu,” ultimately achieving 61K+ views around the world.

**2013 to 2014: Chinese Undergraduate Student Association, Ann Arbor, MI– Graphic Designer & Photographer**

* Designed, coordinated, and managed annual events.

**Education**

**Bachelor of Arts,** Communication Studies, University of Michigan, Ann Arbor, MI, 2015

**Technical Skills**

Adobe Illustrator, Photoshop, InDesign, MS Office, Final Cut Pro, SPSS, Facebook, Tumblr, Twitter, Instagram, HTML, CSS, Digital Photography, YouTube