

JESSE ZHOU

EDUCATION

Northwestern University, Class of 2019 (3.7 GPA)

Bachelor of Arts in Radio/Television Film

Integrated Marketing Certificate

CREATIVE EXPERIENCE

Writer, Director, *Dogmeat*

September 2018 - June 2019

- Wrote and directed short film about a kidnapping gone awry as part of senior year capstone project
- Raised \$1000 on Indiegogo for equipment rentals, location permits, and transportation
- Coordinated and organized all logistical elements of production, including budgeting, casting, rentals, and shooting schedule alongside producer

Member, Co-Director of Marketing, *DIAL UP*

August 2018 - Present

- Member of DIAL UP, an up and coming creative collective currently based in Chicago
- Created all visual marketing assets for the rollout of latest album, '*Eyes Closed.*', including videos, photos, and graphics for social media
- Oversaw the deployment of visual assets across all social media channels
- Following release of album, reached 50,000 streams on Spotify and 25,000 impressions on Instagram

Video Communications, *Northwestern Student Affairs Marketing*

August 2018 - Sep. 2019

- Collaborated with various internal organizations at Northwestern University to create visual marketing content that suited their needs
- Communicated with leaders of organizations to guide them and help fully realize their ideas
- Worked with team members to refine and optimize each video for its specific marketing message

Writer, *The Blackout*

March 2017 - June 2019

- Writer for Northwestern's only late-night talk show, similar to programs such as *The Tonight Show*
- Brainstormed monologue jokes relevant to Northwestern community alongside host and writers
- Wrote monologue jokes and characters for *Quarter Update* segment, which won Best Variety Show at the 39th College Emmy's

Co-Founder, Creative Director, *PSEUDO*

January 2017 - June 2018

- Co-founded PSEUDO, a clothing brand, with products including shirts, hoodies and sweaters
- Created various designs that fit with the brand's style and aesthetic of whimsy with dark undertones
- Catalyzed campus-wide conversation about various social issues through the use of viral social media tactics and on-location posters under the moniker "Pseudo Knitting Club"

WORK EXPERIENCE

Barista, *Brewbike*

September 2017 - September 2018

- Served customers a variety of products, including a specialty cold brew coffee
- Ensured all customer interactions were friendly to build brand favorability and loyalty
- Closed store on each shift, guaranteeing a clean and organized shop for the next morning

Visitor Services, *Block Museum of Art*

September 2016 - June 2018

- Welcomed visitors into galleries, maintaining a friendly environment
- Assisted patrons in locating certain galleries and exhibits
- Maintained the security of all works in galleries

SKILLS

Experienced with **RED**, **ARRI**, and **C-Series** camera systems

Proficient in **MS Office**, **Adobe Premiere**, **Lightroom**, **Photoshop**, **Illustrator**, and **Davinci Resolve**