Wei Zhang

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Education

Savannah College of Art and Design (SCAD)
Atlanta, Georgia
M.F.A Advertising
M.A Painting
2025
Achievement Grad Scholarship
International Student Scholarship
Academic Honors Graduate Scholarship

Nanjing Normal University (NNU)
Nanjing, China
B.F.A Art Education
2020
NNU Excellent Student Scholarship

Software Skills

Photoshop
Premiere Pro
Illustrator
Indesign
After Effect
Procreate
Microsoft Suite

Other Skills
Acrylic Painting
Calligraphy
Printmaking

Language Skills
English
Chinese

Experience

SCAD-Marketing & PR Department
Atlanta, Georgia
Writer and Translator
2022-2024
- Translated and proofread 80+ articles for SCAD WeChat official account
- Pitched ideas quarterly for SCAD alumni articles
- Helped interview and wrote 10+ stories for SCAD alumni, which reaches +2000 people
- Wrote event recaps which reaches +200 impression
- Collaborated and created social media campaign for SCAD Commencement 2023, which reaches +1000 people; illustrated for SCAD WeChat H5 webpage

Covered Bridge Montessori School (CBMS)
Atlanta, Georgia
Marketing and Advertising Intern
2024
- Build and maintain content calendars for CBMS socail channels
- Create contents weekly for CBMS Facebook channel
- Develop rebranding and marketing strategies

NNU - The News Department
Nanjing, China
Head of the News Department
2017–2018
- Built content calendars for NNU WeChat channel and tracked project daily
- Shoot photos for big events: Orientation, NNU Sports Day and Commencement
- Wrote 100+ news reports and designed layout for NNU WeChat articles
- Proofread 150+ articles for NNU Design and Art Department

Other Experience

Nanjing Qushe Tea and Coffee Studio
Nanjing, China
Freelance Designer
2023
- Built their identity including logo, brand guideline and product package, which reaches +1000 customers
- Designed promotion posters monthly

Nanjing Weiran Graphics Co., Ltd.
Nanjing, China
Graphic Designer Intern
2019
- designed poster and business cards
- executed press sheet impositions for pre-press
- matched color and proofed