

# Winnie Yao

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Journalism | Public relations | Marketing

Use data viz, design and explainer videos to tell informative stories.

## University of California, Berkeley, CA

M.J. in Journalism, Multimedia & Certificate in Data Science

Expected May 2026

## National ChengChi University, Taipei, Taiwan

B.A. in Journalism & B.A. in Political Science

Graduated June 2024

## EXPERIENCE

### Social Content Producer, [The Stakes Explained](#)

June-Aug. 2025

- Produced [short-form highlight videos](#) with motion graphics for social media (Instagram and YouTube) to boost audience engagement, increasing average views by 4.7x
- Created social content workflow by designing 10+thumbnails, graphics and lower-third templates, and creating uniform editing and graphics guidelines

### Tutor, Intro to Data Journalism, UC Berkeley Journalism

June-Aug. 2025

- Taught 130 undergraduate students FOIA, data analysis, Python fundamentals and visualization tools

### [Election Reporter](#), Oakland North, CA

Sep. 2024-Jan. 2025

- Reported [1000+word articles](#) on 2024 Oakland City Council District 5 election, attended forums, covered candidate debates and examined their policies and positions

### Marketing Intern,

Dec. 2023 - Aug. 2024

SurgMate Co., Taiwan, A pioneering medical device simulation company for surgery training

- Analyzed sales data and built visualization dashboards, helping the product and engineering teams prioritize product development and optimize manufacturing volume
- Enhanced Customer Relationship Management (CRM) efficiency by regularly updating sales data

### Public Relations Intern, Fides Corporate Sustainability Consultants, Taiwan

July 2022 - Feb. 2023

- Produced market update reports by monitoring daily news and analyzing social media streams
- Established a Facebook page and created daily content that strengthened the company's visibility in PR field

### Campus Reporter, NCCU Dept. of Communication, Taiwan

Feb. 2022-Nov. 2023

- Covered campus cultural [events](#) under tight deadlines, including author talks, film screenings, and filmmaker discussions

### Radio Host, National Education Radio, Taiwan

July 2020-June 2021

- Produced 12 hour-long episodes featuring interviews with public figures across technology, nonprofit, medical, and other professional fields
- Produced daily broadcast news, including managing rundown, editing audio clips and serving as host

### Reporter and Co-Founder, Arts TV, Taiwan

July 2020-June 2021

- Produced 10+short [news videos](#) for social media distribution covering cultural events and protests
- Wrote 5+articles on politics, culture and sports beats for student-run newsroom

## SKILLS

**Languages:** Mandarin (Native), English (Work Proficiency), Korean (Basic)

**Post-Editing:** Adobe Suite (Premiere Pro, After Effects, Illustrator, Audition, InDesign, Lightroom, Fresco), Pro Tools

**Data Analysis/Visualization:** Python (numpy, pandas, matplotlib, seaborn), R, QGIS, Spreadsheets, Pivot Table, Datawrapper, Flourish, Power BI, SPSS, Tableau, Canva

**Web Develop/Design:** HTML, CSS, Leaflet, figma, Adobe Illustrator

## Affiliations

Asian American Journalist Association, Member

Data Visualization Society, Member

## HONORS AND AWARDS

**2021 TVBS Media Global Chinese Report Awards:** Nominee for Best Special Report

**2021 Broadcast Golden Bell Awards:** Nominee for Planning & Proposal Writing Award

**2021 NTUA Mediart Awards:** Winner of Best Sound Effect Award (Broadcast Feature Category)