

Yi Gao

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EDUCATION

University of Missouri-Columbia

Bachelor of Journalism

Columbia, MO

Jan 2023 - May 2025

- **GPA:** 3.98/4.00
- **Focus:** Documentary, Photojournalism, Business Journalism, Writing and Reporting
- **Minor:** Psychology, with a focus on gender studies and foundational quantitative techniques
- **Honors:** Dean's List for all semesters

Lanzhou University, School of Journalism

Bachelor of Advertising

Lanzhou, China

Sept 2020 - Jan 2023

- **GPA:** 90.05/100
- **Focus:** Advertising planning

SKILLS

- **Languages:** English, Mandarin (Bilingual)
- **Technical Skills:** Photography, Videography, Documentary, Infographic design, Adobe Photoshop, Adobe Premiere Pro, Adobe Audition, Adobe InDesign, Adobe Illustrator, Final Cut

INTERNSHIP EXPERIENCES

Columbia Missourian

Reporter & Photojournalist

Columbia, MO

Dec 2024 - Present

- Cover enterprise and long-form stories focused on community issues and local news, with an emphasis on long-term reporting that highlights civic needs and neighborhood voices.
- Complete biweekly general assignment shifts, pitching and producing day-turn stories and contributing to breaking news coverage.
- Write for statewide special sections including CoMo Kids and Missouri Tourism, producing stories distributed across Missouri.
- Conducted in-depth interviews and follow-up investigations to provide thorough and balanced reporting, contributing to the newspaper's reputation for credibility and in-depth local coverage.
- Complete two weekly photo shifts, providing visual coverage for news, opinion pieces, community events, sports games, and spot news such as fires and accidents.
- Produce a micro-documentary examining local challenges and amplifying the voices of marginalized communities in Columbia to foster deeper public understanding of social issues.

KOMU 8 News

Digital Assistant Producer Intern

Columbia, MO

Apr 2024 - Jun 2024

- Organized daily news updates for the "What You Need to Know" section, adapting national and local headlines to align with audience interests, ensuring a concise, impactful summary for next-day readers.
- Collaborated with reporters on social media content creation, managing daily updates for the official website and optimize website presence. Producing tailored posts for Instagram and X (formerly Twitter) to enhance audience engagement.
- Monitored breaking news, responded to urgent calls, and coordinated on-site reporting efforts, including quick-response communication for local events like accidents and community incidents.

NetEase News

New Media Operations Producer Intern

Remote

May 2023 - Jul 2023

- Facilitated interactive discussions in the comments section, crafting high-engagement responses and encouraging balanced viewpoints within a polarized audience, fostering a respectful and active community.
- Increased the social news section, growing the community from 300 to over 3,000 members, through targeted content and engaging reader discussions.
- Submitted weekly pitches and produced research-backed content to capture reader interest, leveraging audience insights to enhance the platform's reach and engagement.

Lanzhou Radio and Television Station

Production Assistant Intern

Lanzhou, China

Dec 2021 - Feb 2022

- Edited video and wrote scripts for on-air newscasts to ensure timely and accurate content.
- Researched tourism industry statistics in response to the pandemic, crafted scripts to present data insights clearly, and produced data-driven short videos for public audiences.
- Recut newscast clips into short videos that boosted social media engagement and grew the follower count from a few thousand to over 20,000 through strategic content creation and targeted audience interaction.

CAMPUS INVOLVEMENT

Photojournalist | The Maneater

Mar 2024 - May 2024

- Captured and produced photo stories and live event coverage for campus and community news, editing images with Adobe Lightroom, Photoshop, and Bridge; one of the stories on the Palestine protest became the top-performing post in the series.

Student Council President | Lanzhou University School of Journalism

Sept 2022 - Dec 2022

- Led a team of 50 students to plan and execute major campus events, including a music festival, poetry contest, graduation ceremony, and orientation showcase.
- Supervised and planned content for the School of Journalism's social media account, which includes on-campus services targeting students and community features for a broader group of audience.

Lead Reporter | Northwestern Corner Investigative Journalism Workshop

July 2022-Sep 2022

- Produced a multimedia story on children with autism in rural Zhangye, including a long-form written piece and a public service video. The story was published by Gansu China News, reaching over 30,000 viewers and resulting in ¥50,000 in donations to support a local orphanage.

Digital Editor | Lanzhou University WeChat Public Account

Sept 2020 - May 2021

- Improved the Academic Journal Update section by simplifying complex academic research into accessible stories, which gained over 20,000 new subscriptions during my term.
- Created digital content on campus life, university history, and alumni achievements. Co-produced an interactive story on the school's history that won Provincial Best Interactive News Award.

COMMUNITY ENGAGEMENT

Video Team Volunteer | True/False Documentary Festival

Mar 2025

- Produced short promotional videos highlighting featured films and festival atmosphere.
- Filmed and edited filmmaker Q&A sessions for smooth viewing, with clear visuals and audio.
- Delivered fast-turnaround video content for the official website and Instagram, collaborating closely with directors and the media team.

Volunteer | Zhangye Special Education Rehabilitation Center

Aug 2022 – Sep 2022

- Taught basic English to children with autism and provided one-on-one learning support.
- Assisted with physical rehabilitation activities and helped children complete homework and practice daily skills.

Crisis Hotline Volunteer | Lanzhou Psychological Assistance Center

July 2021- Aug 2021

- Answered calls for the city's COVID-19 psychological assistance hotline, offering emotional support and pre-counseling guidance to over 70 individuals.
- Helped the organization track daily call volume and trends by compiling daily summaries and call data reports.

Docent | Gansu Provincial Museum

Sept 2020 - Dec 2020

- Led bilingual (Mandarin-English) tours for the Silk Road exhibition, delivering accurate and engaging interpretations of historical artifacts.
- Provided tours to over 500 visitors, adapting explanations to different age groups and cultural backgrounds to ensure an accessible and enriching experience.