

Muyao Zhang

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Dear Hiring Manager,

I am excited to apply for the Digital Intern position with the Social and Innovation team at FleishmanHillard's Washington, D.C. office. With a strong academic background in Strategic Communication and Film from Miami University, along with hands-on experience in media production, content creation, and social media strategy, I am eager to contribute my skills to your dynamic team.

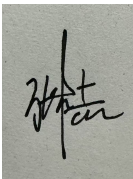
During my time as an intern at Beijing Radio and Television Station (BRTV), I developed a keen understanding of storytelling, digital content production, and audience engagement. I collaborated on projects ranging from documentary filming to scriptwriting for television programs, gaining experience in managing content across various platforms. These experiences have strengthened my ability to craft compelling narratives and engage audiences effectively, skills that align closely with FleishmanHillard's mission of delivering transformational outcomes for global brands.

In addition to my media production background, I possess strong analytical skills, particularly in data interpretation and social media analytics. My research on the impact of short video platforms on self-perception of body image required me to collect, analyze, and visualize data, demonstrating my ability to draw insights that inform digital strategies. Furthermore, initiated vlog-style recordings for the "Taste of Beijing" documentary, resulting in short videos with 1,000+ views on Douyin, showcasing an understanding of audience engagement through visual storytelling, combined with experience using tools like Photoshop and Final Cut Pro, positions me well to contribute to social media strategy and content creation at Fleishman Hillard.

What excites me most about this opportunity is the chance to work alongside professionals who are shaping innovative and inclusive communication strategies. I am eager to apply my creativity, analytical skills, and passion for digital storytelling to support FleishmanHillard's high-profile clients. My commitment to fostering inclusive and engaging narratives aligns with your agency's dedication to diversity, equity, and inclusion.

I would welcome the opportunity to further discuss how my skills and experiences align with this internship. Thank you for your time and consideration. I look forward to the possibility of contributing to your team. I will follow up in a few weeks to check on my application status and explore the possibility of an interview. In the meantime, please don't hesitate to reach out if you need any additional information. I look forward to connecting with you!

Sincerely,

A square image containing a handwritten signature in black ink. The signature is stylized and appears to read 'Muyao Zhang'.

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