

# Runtian (Ryan) Zhu

 Phone: (984) 259-8467  Email: zhuruntian@outlook.com

 LinkedIn: <https://www.linkedin.com/in/ryanzhu-tarheels1030>

## EDUCATION

- The University of Southern California** Aug, 2025 - May, 2027  
M.A., Public Relations and Advertising
- The University of North Carolina at Chapel Hill** Aug, 2021 - May, 2025  
B.A., Exercise and Sport Science - *Sports Administration* GPA: 3.832 / 4.0  
B.A., Media and Journalism - *Advertisement and Public Relations*

## EXPERIENCE

- Migu Culture and Technology - NBA on-site reporter** Aug, 2025 - Present
- Recorded pre-game practices and behind-the-scenes highlight reels for NBA games and events.
  - Conducted media room Q&A sessions with players and coaches.
- ANTA Sports - Basketball Operation Intern** June, 2024 - Aug, 2024
- Executed ANTA "SHOCK 4" games in three different cities with 500+ people in attendance per event.
  - Ensured smooth execution and sponsorship activation for CUBAL Elite 8 and Final 4 games.
  - Assisted with product management and distribution of sponsorship materials.
  - Developed a comprehensive marketing plan with topic "Elevating ANTA's Presence in the US Market."
- "Only Ball Is Enough"(Street Basketball Team) - Assistant Team Manager** June, 2023 - Aug, 2023
- Participated in "XBA" tournament held by NBA China, which had over 600 million media impressions.
  - Assisted in arranging the team's itinerary and coordinated players' schedules.
  - Served as the liaison between tournament organizer NBA China, sponsor Nike and media filming team.
- UNC JV Basketball Team - Student Manager** Oct, 2022 - May, 2023
- Assisted the UNC JV basketball team with daily training and game-day operations.
  - Led social media promotion efforts, growing JV's Instagram account to 1,341 followers.
  - Assisted with operational tasks for every Varsity home game, with an average attendance of 20,593.
- UNC Athletic Marketing Department - Sports Marketing Intern** Aug, 2022 - Nov, 2022
- Assisted with marketing initiatives during the UNC football game to enhance the fan experience.
  - Assisted in organizing and executing pre-game fan tailgate activities.
  - Coordinated with other departmental staff to ensure schedule clarity during UNC football games.
- Dalu Network (NBA China's MCN company) - Marketing Operation Intern** May, 2022 - Aug, 2023
- Contributed to the formation of a basketball team, recruiting 12 basketball influencers.
  - Led the pre-planning and on-site organization of five basketball events, ensuring the smooth execution.
  - Assisted in conceptualizing video scripts for players' TikTok accounts, generating over 3,000 total likes.
- The 18th ISF Gymnasiade-School Summer Games - Outstanding Ambassador** Aug, 2019 - Mar, 2020
- Competed at the school, provincial, and national levels; won the title out of 6300 nationwide by giving themed English speeches and talent shows.
  - Received professional volunteer training, gaining expertise in event operations and customer service.