

ERYOU ZHOU

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Professional Profile

Master's candidate in Cultural Studies at the University of Sydney (graduating March 2027), with experience in consumer research, digital marketing and international communications across travel, media and contemporary art. At Trip.com, identified four potential growth opportunities through audience and competitor analysis; at People's Daily, independently managed an Italian-language social media account, publishing over 200 posts; and at 4A Centre for Contemporary Asian Art, supported exhibitions and public programmes through cross-functional collaboration. Fluent in Mandarin, English and Italian, with an interdisciplinary perspective shaped by academic research and international experience across China, Italy and Australia. Passionate about understanding consumer behaviour, connecting diverse perspectives and translating insights into creative, actionable ideas.

Education

Master of Cultural Studies

Jul 2025 - Mar 2027 (Expected)

The University of Sydney (USYD)

- Current WAM: 86/100 (High Distinction average).
- Summer programme at Soochow University, Taiwan; completed coursework in cultural policy and governance.

Bachelor of Arts in Italian Language and Literature

Sep 2021 - Jul 2025

Beijing International Studies University (BISU)

- GPA: 4.2/5; ranked 1st in the major.
- Honours: Beijing Outstanding Graduate, BISU Outstanding Graduate, BISU Merit Student and university scholarships (top 1% and top 5%).

CSC-Sponsored Exchange Student | Milan, Italy

Aug 2023 - Jul 2024

Università Cattolica del Sacro Cuore

Average mark: 26/30; selected for a one-year exchange funded by the China Scholarship Council.

- Coursework included Media Studies, Sociology and Cross-Cultural Psychology.

Professional Experience

User Growth Operations Intern | Shanghai, China

Dec 2025 - Feb 2026

Trip.com

- Analysed Australian outbound travel to New Zealand by examining two clusters of high-intent search terms, search results and landing-page journeys; benchmarked Skyscanner, Booking.com and Wotif, completed a Trip.com SWOT analysis and identified four actionable growth opportunities to inform audience targeting and marketing decisions.
- Developed a value-led creative strategy for a Jeju Island travel product during the Christmas and New Year period. Mapped three consumer pain points across the decision journey and translated them into price-led and experience-led messaging. Produced ad copy, infographic concepts and video scripts, and designed an A/B testing framework to evaluate the two creative approaches.
- Developed a proposed multi-channel Q3 Google Ads plan for flight and hotel products in Australia based on market objectives and a USD 80,000 planning budget; structured 6 campaigns and 16 ad groups across Search, Performance Max and YouTube, modelled a hotel tROAS target and refined budget allocation and channel strategy through mentor feedback.

Curatorial Intern | Sydney, Australia

Mar 2026 - June 2026

4A Centre for Contemporary Asian Art

- Supported Instagram communications and audience engagement for High Tides and Transmedia Worldbuilding Residency Exhibition, co-developing posters, artist interviews and fundraising video content based on exhibition themes and audience needs; the content generated 20,000+ clicks, and I also contributed campaign concepts for Aus Art Day.

- Built the organisation's first multi-level exhibition archive database in Excel, standardising and analysing records for 500+ exhibitions spanning 30 years; the database is now used for curatorial planning, project reviews and anniversary initiatives, providing data support for internal decision-making.
- Collaborated with artists, internal teams and relevant partners on exhibition installation, workshops and Live Night programmes, supporting visitor engagement, guided tours and on-site delivery across physical touchpoints.

International Communications Intern | Beijing, China

Dec 2024 - Mar 2025

People's Daily

- Independently managed the Italian-language Facebook account Ecco la Cina, monitoring platform performance and overseas audience interests; planned, wrote, scheduled and published 200+ posts, and produced or localised 50+ Italian-language posters, short videos and subtitle assets using Photoshop, Canva, CapCut and Aegisub. The top-performing video generated 30,000+ views.
- Monitored authoritative English-language sources covering Chinese current affairs, international political and economic developments and emerging media topics; selected, translated and edited 1,000+ Italian-language news items to support overseas communications and ongoing content planning.

Operations Intern | Hangzhou, China

Aug 2024 - Oct 2024

Zhejiang Shinyway Education Technology Co., Ltd.

- Supported four integrated teacher-branding and student-recruitment campaigns from planning through execution, coordinating communication requirements across teams and developing visual and video content for multiple digital channels; campaign videos generated 60,000+ views.

Project and Leadership Experience

Liaison Interpreter | China

Nov 2024 - Dec 2024

Guinness World Records | Italy-China Tour

- Served as the dedicated liaison interpreter across 4 provinces and 5 cities over 20+ days, facilitating Mandarin-English-Italian communication among CCTV, Italian national broadcaster RAI and the Guinness World Records headquarters in the UK; coordinated interviews, filming and on-site workflows while responding to changing project requirements.

Head of Cultural Affairs Department | Beijing

Sep 2022 - Jul 2023

University Art Troupe | Beijing International Studies University

- Led departmental operations and maintained relationships with existing sponsors and performing arts organisations, including the National Centre for the Performing Arts. Coordinated partnership requirements, performance arrangements and ticketing activities for eight major productions, supporting over 6,000 student ticket bookings.
- Co-organised two university-wide No Winter Night New Year's Eve events, coordinating event promotion, materials, staffing and on-site arrangements. Developed WeChat promotional content and event posters, and contributed to campus HIV/AIDS awareness activities.

Skills & Certifications

- **Languages:** Mandarin (Native); English (IELTS 7.5, CET-4/6, TEM-4/8); Italian (C1).
- **Research & Analytics:** Market research, competitor analysis, academic research, multilingual content writing, editorial support and promotional copywriting.
- **Event & Project Coordination:** Event planning, stakeholder communication, partner relationship management, project timeline tracking and on-site coordination.
- **Digital & Creative Tools:** Microsoft Office (Excel, PowerPoint and Word); Photoshop, Canva, CapCut and Aegisub.
- **AI Tools:** Proficient in ChatGPT, Claude, Midjourney and Codex, with experience configuring AI agents and custom Skills for market research, competitor analysis and creative campaign planning. Used Codex to design, develop and iteratively refine an interactive personal portfolio website.
- **Interests:** Boulderling, film photography, creative writing, live music, travelling, cooking, hiking and ultimate frisbee.