

Maggie Zhang

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EDUCATION

The University of Texas at Austin

Master in Communication Studies, Moody College of Communication

Expected by May 2026

Austin, Texas

Communication University of China (CUC)

Bachelor of Art in Broadcast Journalism

June 2024

Beijing, CHN

RELEVANT EXPERIENCE

Sports Broadcasting Staff | Bevo Video Production

01/2025-present

- Operated cameras during live sports events, capturing high-quality footage to support professional broadcasts.
- Directed live game broadcasts using the vMix system, managing real-time production elements to ensure seamless coverage.
- Filmed and edited ESPN's rowing special, *Longhorn Invite Post-Race Show*.

Camera Director & Video Production Intern | Bismarck Larks

05/2025–08/2025

- Directed live baseball game broadcasts, coordinating multiple camera operators and communicating with ESPN in real time to ensure professional-quality coverage.
- Wrote, shot, and edited social media promos that boosted fan engagement and drove theme-night sellouts.
- Produced sponsor-branded ads and promotional videos for Applebee's, Blue Cross Blue Shield, and other brand partners, aligning creative with marketing objectives and commercial KPIs.

Student Equipment Assistant | Moody College of The University of Texas at Austin

01/2025-present

- Assisted students, faculty, and staff with checking out and returning equipment, providing excellent customer service, maintaining accurate records, and ensuring compliance with equipment policies.
- Inspected, staged, and organized professional media equipment—including cameras, lighting, and audio gear—while identifying and reporting technical issues to ensure optimal functionality.

Social Media and Content Creation Intern | Spartan Race

03/2024-07/2024

- Conducted on-site athlete interviews and collaborated in planning and filming event recaps.
- Managed live updates on Instagram, Weibo, and user communities during Spartan Race events, increasing user engagement by 150%.
- Created promotional content and poster for Spartan Race's Marvel-themed events in partnership with our sponsor, Disney, increasing registrations by 30%.

Sports Marketing Specialist Intern | Yutang Sports

01/2023 – 04/2023

- Authored 8 marketing articles on the Asian Games, analyzing brand attributes of 150+ sponsors and global marketing cases for 17 brands.
- Created and edited 2 promotional videos for sports marketing programs, enhancing sponsor visibility and contributing to the "2023 Sports Marketing Project Recommendation Conference."
- Authored a comprehensive 25-page Cycling Industry Report, conducting quantitative analysis of major event sponsors (Tour de France, Giro d'Italia, Vuelta a España) and forecasting industry trends.

Intern Editor for Tokyo Olympics | NetEase Sports

07/2021 – 08/2021

- Edited and published 317 detailed reports on gymnastics, covering result predictions, score records, and athlete advancements, with a focus on Olympic preparation and performance.
- Led the development of feature articles and special Olympic reports, guiding a team in crafting compelling narratives.

Student Manager of Broadcasting and Communication | CUC Athletics**09/2020-10/2022**

- Directed and participated in the "Easy Sports Show," winning the "FISU Digital Workout Star" title in the 2021 FISU World University Games.
- Managed live streaming for the athletic competition, coordinating the camera crew and directing the opening ceremony of "CUC CUP".
- Launched an online event during the Beijing Olympics, crafting informative posts to educate audiences on winter sports and enhance their viewing experience.

ACADEMIC PROJECT

Documentary Film-making

- Directed and filmed a documentary on the Gymnastics World Cup champion.
- The project was selected for the National Film and Television Universities Showcase

Quantitative Coder | Center for Sports Communication & Media

- Contributed to the creation of the Annual Politics in Sports Media Report at UT-Austin.
- Analyzed and coded political topic mentions in sports coverage by ESPN and Yahoo.

SKILLS

Software: Microsoft Office, Adobe Photoshop, Illustrator, Premiere, Final Cut Pro, DaVinci Resolve, Canva