Yuzeqiu(Karen) Zhu

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Education

Fudan University, B.A. in Korean Language and Literature, Sep 2024 – Jul 2028
GPA: 3.90/4.00 | Outstanding Student Award & Third-Class Scholarship, FDU (2025)
Yonsei University Exchange Student in Korean Language and Literature, Sep 2026 – Dec 2026|Seoul, South Korea

Work Experience

Meshy AI, KOL Marketing Intern(South Korea Market), Apr 2026- Jul 2026|Shanghai, China
· Developed Korea-market KOL partnerships by evaluating 1,000+ creators across 3D printing/modeling/game dev/fashion design/visual arts, conducted multi-channel outreach to 300+ creators and secured 50 partnerships, exceeding OKR by 50%
· Managed the end-to-end KOL collaboration process including creator communication, contract and payment coordination, content review, publishing follow-up and campaign performance tracking, facilitated 55 content launches across YouTube, Instagram, TikTok, Kakao, and Naver
· Optimized creator guidelines based on product updates (Meshy 6, 3D Agent...) and Korea's AI creator landscape, supported localized content strategy, improved creator workflow integration and achieved 40%+ collaborations exceeding 100K views or CPM below $5 with 2 creators converted into long-term exclusive partners

Trip.com-Flipit Trips, Leader(Korean KOL Team), Mar 2026|Chengdu, China(College-Industry Collaboration Intern Program)
· Coordinated an 8-member Korean KOL trip, supporting influencer communication, itinerary follow-up, and campaign content alignment
· Gained hands-on insight into cultural tourism and KOL content production, including shooting styles, route preferences, and highlight-driven storytelling

Research Project

Global Expansion of K-Contents: A Comparative Study of 'Seoul Fever' and 'Shanghai Craze', Project Initiator, Feb 2025 – Jun 2026 | Outstanding Researcher by CUHK Alumni Association, GCYEC
· Conducted questionnaire surveys with enough effective samples and the desk research on AI-driven global media change and cross-cultural communication
· Led a 10-member interdisciplinary team to analyze international SNS targeted group characteristics, user comments and communication effects in trending keywords based on previous investigation results; Authored 10,000+ word periodic report

Leadership Experience

Fudan Mugunghwa Korean Club, President / Core Member, Sep 2024 – Jun 2026
As President led the planning and execution of 5 major branded events, engaging 300+ participants and managed content writing, event coordination and budgeting; held and participated in the affairs across 3 intercultural activities with Sino-Korea Translation Club
Fudan University New Media Teams, Content Creator & Video Editor, Sep 2024 – Jun 2025
· Participated in topic planning, scriptwriting, and multilingual caption creation, able to use AIGC, Canva etc. tools to assist content creation;
· Produced multiple short-form media projects for academic and cultural events and accumulated 1,000+ views and interactions across platforms

Language Proficiency

English **IELTS 7.5** | Feb 2026
Korean