

Yunling Zhu

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🏠 Master Student ✉️ yunlingzhu@arizona.edu 🏢 Department of Communication

📍 1103 E. University Blvd, University of Arizona, Tucson, AZ 85721

EDUCATION

- **The University of Arizona**

Tucson, Arizona, USA

Bachelor of Arts

August 2022-December 2025

Major: Communication

Minor: Korean Language

GPA: 3.436/4

Scholarship: Global Wildcat Award of USD 11,000 for Each Academic Year

- **The University of Arizona**

Tucson, Arizona, USA

Master of Arts

August 2026- Now

Major: Communication

Advisor: Dr. Rain Wuyu Liu

RESEARCH EXPERIENCE

2026/02 - 2026/07

- **Zhuang, J., Liu, R. W., Li, X., Zhu, Y., & Foerster, T. (2026). Unpacking Static and Dynamic Normative Influence: Testing the Parallel and Sequential Mechanisms of Social Norms Messages. National Communication Association 112th Convention.**

- Research Assistant Leading Professor: Dr. Rain Wuyu Liu & Jie "Jackie" Zhuang
- Research Aim: Examined the parallel and sequential psychological mechanisms underlying the effects of static and dynamic social norm messages on pro-environmental behavioral intentions.
- Main Duties: • Conducted literature review on outcome expectancy, social norm messaging, and behavioral intentions • Synthesized prior research to develop theoretical arguments for H2 and RQ3 examining the mediating role of outcome expectancy between norm messages and behavioral intentions.

2026/05

- **Thriving in a Multigenerational Workplace: Generational Diversity as An Emerging Organizational Culture and Its Impact on Organizational Communication Patterns**

- Research Assistant Leading Professor: Dr. Rain Wuyu Liu
- Research Aim: To examine how generational identity influences employees' perceptions of organizational culture and workplace communication patterns across Baby Boomers, Generation X, and Millennials.
- Main Duties: • Conducted a comprehensive literature review on generational identity, organizational culture, and workplace communication • Developed the introduction section by identifying research gaps and establishing the theoretical framework for the study.

- **A Second Look at Family Obligation and Request Compliance Cross-Culturally: Reciprocity versus Relationship**
- Research Assistant Leading Professor: Dr. Rain Wuyu Liu
- Research Aim: Examine how two key components of family obligations — relationship closeness and reciprocation—independently influence perceived obligations and compliance behaviors, and to compare differences in these mechanisms across Chinese and American cultures.
- Main Duties at the initial stage of the research: • Contributed to the preparation and submission of IRB (Institutional Review Board) review materials to ensure that the research proposal adheres to ethical standards and institutional requirements • Took charge of drafting and refining documents for informed consent forms to ensure that these documents were clear, compliant, and capable of effectively explaining the research's objectives, processes, and right protection.

- **The Perceived Effectiveness of Executive Leadership Communication among Management-Level Staff**
- Research Assistant Leading Professor: Dr. Rain Wuyu Liu
- Research Aim: Examined the effectiveness of executive leadership communication and perception gaps between executive leaders and management-level staff.
- Main Duties: • Conducted literature reviews on transformative executive leadership communication and the roles of executive leaders and management staff in organizational communication • Synthesized existing literature to develop the theoretical background and support manuscript preparation.

INTERNSHIP EXPERIENCE

2025/06 - 2025/08

- **Licheng District Media Convergence Center-** New Media Operation Assistant Jinan, China
- Assisted in the daily operation and content publishing for the WeChat Public Account, WeChat Channel and other new media platforms of the Center including topic planning, copywriting, layout design.
- Monitored and analyzed the backend data; tracked the metrics such as readership, shares and interactions so as to adjust the operational strategies accordingly.
- Optimized the layout and title of the articles in order to significantly increase the average click-through and share rates.
- Adopted Excel and Tableau to classify, summarize and analyze the data collected from the backend of WeChat Public Account and WeChat Channel etc., so as to identify the common characteristics of high-traffic and high-interactive contents and the reasons why the underperforming contents failed.

2024/06 - 2024/08

- **Jinan Pinmai CNC Equipment Co., Ltd.-** Intern of Publicity Department Jinan, China

- Assisted in writing, designing and editing the promotional materials including the corporate press releases, product promotion articles.
- Participated in the daily operation of the official website and WeChat public account of the company.
- Successfully assisted the supervisor in organizing one exhibition of the company including the exhibition planning, execution and follow-up reporting, which strengthened the company's influence within the industry.

EXTRACURRICULAR ACTIVITIES

Sustainable Tucson- Communication Volunteer

Tucson, AZ

2025/11 - 2025/12

- Developed communication materials, including presentation slides and promotional posters, using Canva to support community sustainability initiatives.
- Applied strategic communication principles and visual design skills to create clear, engaging, and accessible messages for public outreach.
- Collaborated with a community-based nonprofit organization to support sustainability communication and stakeholder engagement efforts.

WaterTech China-English Interpreter

Shanghai, China

2023/06

- Provided real-time interpretation services for participants during the exhibition.
- Assisted in translating the related exhibition materials such as product manuals and technical documents.
- Helped foreign participants with registration, navigation and inquiries throughout the event.
- Actively collaborated with the team leader to ensure all the interpreted information complied with professional standards and industry terminology.

ADDITIONAL INFORMATION

- Languages: Chinese (Native); English (Proficient); Korean (Intermediate)
- Skills: Experience with Excel and SPSS for quantitative research support; skilled in Photoshop and Canva for digital content creation and visual design.