

Kimberly Zhu

nz2373@barnard.edu | 646-409-3043 | kimberlyzhu.com

EDUCATION

Barnard College of Columbia University | New York | *B. A Architecture* Expected May 2026

Second Major in Cognitive Science; Specialization in Film

Sel. Coursework: Architecture Design Studio, Film and Media Studies, Cognitive Psychology, Intro to Java

Sciences Po | Paris, France | *Study Abroad*

Jun - Jul 2024

Sel. Coursework: French Language and Literature, EU Politics

PROFESSIONAL EXPERIENCE

Velvet. Co International | New York | *Marketing & PR Intern* May 2025 - Sep 2025

- Designed the company website draft in Webflow, including page structure and CMS setup, building reusable components and a basic style system for consistent updates
- Assisted with 5 event planning and on-site production by prototyping 3D layouts in Rhino/CAD, and sourcing cost-effective prop rentals/purchases for venue setup to stay within budget
- Captured and edited 10 short-form videos for clients at events for social media marketing; drove ~28% higher engagement across posts

Columbia ESG Leadership Association | New York | *Event Coordinator* Feb 2025 - Present

- Leading outreach to 10+ industry professionals to participate in panels and networking events
- Managing venue booking, scheduling, and communications with 200+ attendees per event
- Moderated 3 panel discussions on topics such as cultural identity, AI ethics, etc.

MG Artspace | Beijing | *Gallery Assistant* Jul 2024 - Sep 2024

- Assisted with the installation of exhibition, including layout, lighting, and wall text placement
- Coordinated communication among the gallery owner, 5 artists, and the curator
- Supervised artwork moves with works valued at an average of \$7,000 each
- Organized information of 4 galleries representing ~100 artists in Excel for convenient retrieval

Gesso House Art Consultancy | New York | *Social Media & Marketing Intern* Feb 2024 - Jun 2024

- Customized a collaborative Notion page that includes a shared content calendar
- Planned monthly content ideas for Instagram, including gift guides and artist highlights
- Produced 5 posts for Instagram using Adobe Illustrator and Canva graphic design

SKILLS, LANGUAGES & INTERESTS

Technical: Excel, PowerPoint, Substack, Notion, Canva

Design: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Rhinoceros

Languages: Bilingual in English & Mandarin, French (A2), German (A2)

Interests: Tennis, boxing, painting, reading, gallery hopping