

ZHOZHOU(Joy) ZHOU

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SUMMARY

Video Content Strategist & Team Lead with 8 years of experience across finance, Web3, and digital media. Specialised in data-driven video production, YouTube growth, and global campaign execution. Experienced in leading cross-regional content initiatives that expand audience reach and strengthen brand visibility.

SKILLS

- **End-to-End Video Production Leadership**
Global campaign video delivery · Cross-regional team leadership · Vendor & production resource management
- **Growth Video Strategy & Platform Scaling**
YouTube channel growth · Short-form performance · Audience growth analytics · Channel performance optimization
- **Data-Driven Content Operations**
YouTube Analytics · Content performance dashboards · Google Analytics · Multi-platform distribution
- **AI-Enabled Content Systems**
Generative video workflows · AI-assisted production automation · Codex workflow · Scalable localisation pipelines
- **Creative Production & Digital Media Stack**
Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign) · Figma
Motion graphics & video editing · Live streaming (StreamYard, OBS) · AI content creation (Higgsfield, Keling)

EXPERIENCE

Video Team Lead · WEEX · Remote · APR 2025 - MAR 2026

- Led global YouTube strategy: subscribers 12,280 → 20,700 (+68.6%), 765K+ incremental views in six months — short-form growth content drove 88% of total channel reach
- Built and scaled a cross-regional video production system, improving campaign execution speed and global content delivery efficiency
- Produced high-volume campaign and product video assets across rapid global launch cycles, including major trading competitions and product education content
- Led end-to-end video strategy for the WEEX AI Trading Hackathon global campaign — AI-driven launch film, livestream programming, event recaps, short-form clips, and KOL content — generating 6.5K+ live viewers, 100K+ interactions, and 500+ incremental subscribers
- Directed AI-assisted production workflows to scale content output under tight timelines while maintaining visual consistency
- Led scalable multi-language localisation pipelines for Turkish, Persian, and CIS regional markets

Producer · CITIC CLSA · Hong Kong (On-site) · JAN- NOV 2024

- Produced 100+ video and podcast assets supporting equity research communication
- Managed end-to-end production for research campaigns and investor events, coordinating filming and vendors
- Improved digital content engagement by 50% through audience-focused content positioning

Producer · iSunTV · Hong Kong (On-site) · JUL 2020 - DEC 2023

- Directed and produced documentary that generated 500K+ views across digital platforms
- Produced a blockchain education series on Bitcoin and decentralisation for mainstream audiences
- Led short-form YouTube strategy, increasing subscribers ~60% (65K→100K+) and generating 3.77M+ views

Video Journalist · Metro Daily Limited · Hong Kong (On-site) · SEP 2018 - JUL 2020

- Produced 150+ short-form news and feature videos, including viral content exceeding 2M+ views
- Built strong foundations in shooting, editing, and fast-paced newsroom storytelling

EDUCATION

M.A. in Journalism · Chinese University of Hong Kong

LANGUAGE

English: Professional fluency

Mandarin & Cantonese: Native proficiency