SHUNI ZHU

CONTENT STRATEGY | DIGITAL STRATEGY | AUDIENCE ENGAGEMENT

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SUMMARY

Content strategist with 5+ years of experience building digital content, editorial systems, information architecture, and audience experiences for global technology platforms including TikTok and ByteDance. Proven record translating complex product, legal, and regulatory requirements into scalable customer experiences serving 1B+ monthly users and using search and audience insights to improve engagement. Experienced influencing executive and cross-functional stakeholders across Product, Engineering, Legal, Policy, Design, Marketing, and Operations to strengthen governance, discoverability, and AI-ready content foundations.

EXPERIENCE

TikTok - Trust & Safety Content Management

Senior Content Specialist | New York, NY | Aug 2023 - Sep 2025

- Recognized for strategic leadership and cross-functional impact.
- Led Help Converge, redesigning TikTok's global Help Center information architecture and unifying fragmented digital content into a global knowledge ecosystem serving 1B+ monthly users across 37 languages and 150+ markets.
- Designed content strategy, taxonomy, and editorial governance for global product launches, regulatory initiatives, and audience-facing experiences; standardized workflows across 10+ organizations and sustained 100% on-time delivery.
- Partnered with Product, Engineering, Legal, Policy, UX Research, and Localization to translate complex technical and regulatory requirements into clear, accessible customer-facing content and digital experiences.
- Authored editorial standards, SOPs, reusable templates, and content frameworks that improved publishing efficiency by 80%, reduced duplicate documentation by 60%, and accelerated onboarding by 40%.
- Used search analytics and audience behavior insights to improve content discoverability and Help Center taxonomy, increasing organic engagement by 20%.

ByteDance - Lark

Senior Content Designer | Shanghai, China | Aug 2021 - Aug 2023

- First Content Designer promoted to Senior Content Designer in the shortest tenure, recognizing exceptional performance and leadership during rapid global expansion.
- Led content strategy and UX writing across product, web, and marketing experiences supporting ByteDance's international expansion.
- Built editorial standards, terminology governance, and reusable localization frameworks supporting 50,000+ UI strings across 50+ markets.
- Partnered with Product, Engineering, Marketing, Customer Success, Sales, and Localization to deliver high-quality global product launches at scale.
- Published audience-driven thought leadership generating 10,000+ views; helped scale the content organization through 1,200+ portfolio reviews and 180+ interviews.
- Developed customer-facing content balancing narrative clarity, usability, accessibility, technical accuracy, and brand consistency across enterprise products.

EDUCATION

Columbia University | New York, NY
- MA in Art History; curated a digital exhibition with Columbia University Libraries

University of Southern California | Los Angeles, CA
- BA in Art History; Minor in Communication Design; Magna Cum Laude; BA Honors; Dean's List; graduated in 3 years

SKILLS

CONTENT, EDITORIAL & AUDIENCE

Content Strategy · Editorial Strategy · Digital Content · Audience Engagement · Thought Leadership · Information Architecture · Taxonomy Design · Content Governance · UX Writing · Search Optimization

ANALYTICS & AI

Search Analytics · Content Performance · User Behavior Insights · Data Analysis · AI-assisted Content Workflows · Prompt Engineering

TOOLS

Microsoft Excel · Salesforce · Jira · Marketo · Claude · Gemini · Adobe Creative Suite · Basic HTML

LANGUAGES

Native Mandarin Chinese · Intermediate French