

JOY ZHU

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EDUCATION

Temple University | Master of Education in Educational Psychology Aug. 2019 - May. 2021

University at Albany (SUNY) | Bachelor of Art in Journalism and Communication Aug. 2016 - May. 2019

EXPERIENCE

Mental Health/Academic Counselor Aug. 2021 - Present

We-Education Group, Inc. | New York City, New York

Provide empirically supported therapy techniques utilized with international students attending schools in the United States. Counseling international students and new immigrant families have been characterized by anxiety, isolation, culture shock, discrimination, homesickness, and stress caused by cultural barriers, and language-related problems.

Proactively identify and respond to the needs of international students and be able to gather, disseminate and share best practice work with clients to boost their academic performances and solve college study/enrollment/ career choices related problems, customizing tutoring services and strategies to help students achieve outstanding academic performance.

Academic Counselor Aug. 2015 - Oct. 2016

New World Language Training School | Hohhot, China

Instructed all the teaching and learning development for **four programs** of the school with **200+ students** to prepare International standardized test of English language proficiency for non-native English language speakers. Managed students' cultural adjustment training and academic consulting service for study abroad; analyzed program options available for students, recommended educational training based on time and resources.

Met with existing student clients to perform initial assessments, discussed goals and strategize methods for academic improvements.

Market Administrator Aug. 2015 - Oct. 2016

New World Language Training School | Hohhot, China

- Collaborated with the Business Development team in evaluating and analyzing potential student resources.
- Facilitated multicultural events and academic affairs for the school, collaborated with local universities and high schools for attracting potential student resources. Directly influenced growth of existing student base.
- Monitored online presence of company's brand and engaged with users, strengthened customer's relations.
- Developed online marketing campaigns, effectively increased followers of the company's account.

Campus Recreation Assistant Sep. 2018 - May. 2019

University at Albany (SUNY) | Albany, New York

- Assisted with the overall management of campus fitness center.
- Created multiple seasonal fitness campaigns including flyers, videos and posters for school

SKILLS

International Students Counseling | Multicultural Counseling