

ERNESTINA ZHU



Job: Chief Public Relations Officer, PhD researcher, Master's Supervisor, Visiting Lecturer

Company: Himylink Ltd, University of Manchester, Manchester Metropolitan University, University of Law

I am currently an academic, focusing on NFT, Fintech and digital society, art market, Metaverse, and marketing across various universities. In the meantime, I sit on the board of various institutions and organisations to provide professional advice, for example, China Social Enterprise Certification Centre (CSECC), Jiemian Global Financial News.

PhD

Lecturer

Entrepreneur

The skills I use most in my job...Fintech

- research
- higher institution
- digital marketing
- creative art

The most interesting thing I've worked on in my career so far...I cofounded OOLA Global Cross-cultural Understanding Organisation in China in 2019. It has been a great experience, gathering academics from higher institutions and people across different disciplines to come together and join in the vibrant conversation. I was also invited as a TEDx Haidian OpenMic Speaker because of it.

What inspired me into digital and tech...It would be a great chance to get to know the local industry and would be a great chance to meet other inspiring ladies. Also I am supervising masters students and guiding recent graduates for their career path, this would a great chance to understand them better.

My educational background is...BA Digital Media Arts Communication University of China BFA Digital Arts New York Institute of Technology MSc Digital Sociology University of Edinburgh PhD Sociology in Digital Society (Fintech) University of Manchester

What advice I'd give to girls thinking about a career in digital and tech...Always be brave and keep doing what you like.