

## Education

### Global Media Communication, Master The University of Melbourne (QS: 14)

Mar 2023 - Present

- Relevant course work: Creative Economy Policy and Power, Writing for the Media, Audiovisual Communication, Public Relations and Communications

### Radio and Television Studies, Scholar Harbin Normal University

Sep 2018 - Sep 2022

- Relevant course work: Journalism Editing, Radio and Television News Reporting and Writing, Audio Non-linear Editing
- GPA: 3.4/4.0

## Relevant Experience

### New Media Advertising Producer, Intern

May 2021 - Dec 2021

Shanghai Arbitrary Door Technology Co., LTD, Shanghai, China

- Scriptwriting and Production: Authored and produced scripts for stream ads, participated in filming and editing short video ads for digital platforms. Managed ad placements with a total expenditure of CNY 1.2817 million
- Compliance and Platform Guidelines: Ensured all advertising materials complied with rules and regulations of short video platforms, maintaining highest standards of content integrity
- Client and Campaign Management: Oversaw client operations, ensuring stability and growth. Created high-impact advertising materials by averaging trending topics, increased engagement by 17.3%. Optimized advertising strategies through data analysis, enhancing overall campaign performance by 12.9%

### Television News and Information Editor, Intern

Jan 2019 - Dec 2019

Hulan Radio and Television Station, Harbin, China

- Web Content Editing: organized and enhanced editorial content of local news website, strategically increasing its appeal and impact. Achievements included a 26% increase in click-through rates and a 28% rise in user engagement, demonstrating effectiveness of content optimization
- Advertising Content Quality Control: Conducted meticulous reviews of advertising content, ensuring linguistic precision and making strategic improvements to visual layouts to uphold highest standards of communication
- Conversion Rate Optimization: Improved ad conversion rates by 4.9% and overall ad engagement by 7.2% through meticulous refinements in typography and imagery, showcasing impact of refined content and visual appeal

## Projects

- Documentary Film Editing: Played a key role in the University of Melbourne course team project titled "Kangaroos in the Kaleidoscope," a documentary focused on kangaroo conservation. Responsible for editing video content, involved synthesizing footage, creating compelling narratives, and ensuring final product conveyed intended environmental conservation message
- Website Development for AI Trading Tools: Collaborated with a peer at the University of Melbourne to develop a website exploring AI trading tools. Conducted interviews with executives from the Moomoo company and published original articles on site, gaining hands-on experience in web development and content management
- Documentary Film Editor: Led editing process for a documentary filmed in the Hengdaohezi region of China during tenure at Harbin Normal University. The project focused on local cultural aspects, enhancing skills in video editing and narrative development

## Relevant Skills

Video Editing & Post-Production: Proficient in leading industry software for video editing and animation, including DaVinci Resolve Studio, Adobe Premiere Pro, Final Cut Pro X, and Adobe After Effects

Audio Processing & Production: Professional audio rewrite skills, familiar with Adobe Audition, Studio One, Cubase

Content Management Systems & Digital Publishing: Expert in various content management systems, including Shorthand for website editing, WeChat official account editing platform, and magazine publishing software, with full-cycle capabilities from content creation to publication

Photography & Videography: Professional videography skills, adept in operating professional photographic equipment, capable of independently handling the entire process from shooting to production.