

ZHENG XIANGYUAN

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Educational background

Hong Kong Baptist University

09/2024 till now

Master of Artificial Intelligence and Digital Media

Luoyang Normal University, Henan, China

09/2018-07/2022

Bachelor of Journalism

self-evaluation

1. I have **six years** of media planning experience and have independently completed nearly 150 media works. With post-production skills such as photography, aerial photography and editing, **I am able to independently produce media works for the company.**
2. I am familiar with the underlying operation logic of various social platforms, such as wechat video number, Weibo, Douyin, XiaoHongshu, etc.
3. I am good at innovation, and I am good at using **social media for digital marketing**. I once operated two social media accounts to convert **private traffic and cash out.**
4. I am proficient in using photoshop, edius, Premiere editing and other post-production software. In graduate school, I am studying data mining and model prediction.

Work experience

Entrepreneur | ANGUO ALLEY media studio

07/2022-08/2024

I founded a media studio, mainly responsible for account operation, documentary production, corporate promotional film shooting, wedding shooting, news website shooting and other activities. Create customized photos according to individual needs.

Beijing Bytedance Technology Co. LTD

04/2020-05/2020

The site, dedicated to short video creation, had 2,773 million views and 4,285 hours of playback in a month. Integration of gathering, editing and broadcasting, looking for news themes in the society.

Anguo Integrated Media Center

12/2019-01/2020

As a news assistant, I am responsible for writing daily news articles, researching relevant information and producing data stories.

Public opinion monitor, Publicity Department, Luoyang Normal University

03/2019-03/2021

Engaged in online public opinion monitoring work for two years, and wrote more than 10 articles.

LEADERSHIP ABILITY

Student Cadre

09/2018-06/2022

Class monitor of Journalism Class 1, 2018, Luoyang Normal University

Led the whole class to win the advanced Class Group for three consecutive years. (2019-2021)

Henan Province "Pioneer Cup" Youth League branch contest Luoyang Normal University School of Journalism and Communication has twice won the third prize. (2018-2019)

MediaEntrepreneur

07/2022-08/2024

I have made more than 80 vlogs with my professional knowledge, and obtained more than 2 million recommendations on the we-media accounts operated by me.

HONORS&AWARDS

Anguo Municipal Party Committee Propaganda Department excellent works award	06/2023
Anguo Federation of Literary and Art Circles 2022 Outstanding literary and art workers	12/2022
Outstanding Graduates of Luoyang Normal University	06/2022
Three Good Students of Luoyang Normal University	06/2022
Excellent Class Cadres of Luoyang Normal University	06/2022
The first, second, and third prizes in news and photography at the Heluo Journalist Festival of Luoyang Normal University	04/2022
*"Hello Kitchen: Food Safety" won a news article first prize	
*Hello, Luoyang Normal University won the second prize in publicity category	
*"Ancient style photo in front of the Old Summer Palace" won third prize in photography category	
Third Prize in Henan Division of the 12th National College Student Advertising Art Competition	09/2021
*The work "Alkali · Light" won the third prize in the Henan competition at the 12th National Advertising College Student Art Competition.	
*The preliminary advertising planning, script production, filming, and editing were completed by individuals.	
second Prize in the Promotion Video Micro Video Competition of Luoyang Normal University	06/2021
*I served as a copywriting planner and material shooting task in this award-winning work.	
Second Prize in Short Video Category of 2020 College Film and Television Works Exchange Exhibition	12/2020
Second Prize in the 6th Excellent Achievement Selection of Education Information Technology Application by Henan Provincial Department of Education	09/2019
The 9th "Shiyou Cup" China University Television Award Second and Third Prizes	07/2019

SKILLS AND INTERESTS

Skills: premiere, photoshop, edius, Ae, photography

Interests: photography, vlog making, guitar, travelling