

Zhou Xinhui (Amy)

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Shanghai

Available from September to December | Four days per week



EDUCATION BACKGROUND

University of Toronto & Sheridan College (Joint Program) (Double degree with Sheridan Certificate)

Sep 2018 - Apr 2022

Major in Communication, Culture, Information & Technology | Minor in Linguistics

Toronto, Canada

- **Main courses:** Design Thinking; Web Design; Language and Society; Race, Media and Culture; User Experience Design; Discourse Analysis; Sociolinguistics

WORK EXPERIENCE

The Paper

Mar 2021 - May 2021

New media operations intern

Shanghai

- **Content creation:** Wrote Wechat tweets to raise user interest/spark discussions on topics related to people's livelihood, entertainment and other trending social topics, among which the article "Poizon app speculates domestic sneakers into high prices" received tens of thousands of favorable comments;
- **Video design:** Identifying on-line trending topics through key data analysis; Using video editing software to create/edit those hot topics video; Uploading videos to The Paper's official Wechat account. Special coverage videos on "Foreign Policy" have received 100k+ views and 300+ responses;
- **Live stream coordinating:** participated in the live broadcasting of "The Road to the Beginning of the Party"; assisted in the process of checking the live broadcasting software and completing the relevant settings to ensure a successful event; edited and published the highlights of the live broadcasting on official account.
- **Data analysis:** Analyzing user data such as readership and follower growth rate on a daily basis as well as doing periodical data comparisons; Providing content improvement ideas, identifying future hot topics and making plans for relevant video subjects.

WeChat Seller

Apr 2017 - May 2018

To develop and execute an online promotion strategy for a dessert brand to increase sales

- Gathered and analyzed feedback on the product. Created promotional materials focusing on product strength and published them on social media (Weibo, QQ, Wechat). Designed and carried out promotional activities through lucky draws, mini online games etc.
- Owned more than 5 thousand RMB in sales commissions and expanded the brand's client base.

PROJECT EXPERIENCE

Personal and commercial web page designing

- **Personal web page:** Using HTML, CSS, Bootstrap, etc to design Wireframes and interfaces to present personal information including CVs, portfolios, images, videos, web frame diagrams etc.
- **Commercial web page:** Created a web store platform based on a WordPress template for the sale of digital notebooks designed by myself.

TV series promotion project

Mar 2019 - Apr 2019

Team leader & speaker

Toronto

To create a promotion plan for TV series "Paranormal 9-1-1"

- Formed a 4-member team and assigned responsibilities to each team member.
- Performed potential viewers profiling and selected the target viewer group; Made plans for advertisement on both TV and social media to attract viewers;
- Created a promotional clip for the TV series and designed a poster.
- Final reporting and presentation of the plan to stakeholders

Mobile application interaction design project

Sep 2020 - Dec 2020

Team leader

Toronto

To design an application capable of comparing discounts/offers of electronic products between various shopping platforms.

- Formed a 3-member team and assigned responsibilities to each member.
- Analyzed applications with similar functions such as *Honey*, identified their strength and weakness. Carried out on-site investigation in major grocery stores to further pinpoint user needs.
- Completed the design of built-in functions and sample prototype diagram of the application.
- Used Balsamiq to draw a clickable framework diagram and conducted feasibility tests.
- Conducted multiple UAT testing to ensure the user experience and accuracy of the information provided by the application.

We-Media Experience

Weibo

- Wrote light novel reviews and created accompanying videos with matching themes. 2 of the videos gained over 140k viewings.

Little Red Book (Xiaohongshu)

- Showcasing self-designed & hand drawn digital handbook and desktop photo ideas. Increased followers to over 700.

TikTok

- Published videos on TikTok corresponding to my Weibo content; Currently making research on the operational mode of various Weibo accounts.

Skills and Advantages

- **Skills:** Familiar with HTML/CSS web page tools; proficient in Adobe Dreamweaver/Illustrator/Balsamiq/InDesign for web page construction, picture drawing; capable for using Final Cut Pro and other professional video editing software. Good command of MS OFFICE software on Excel processing, PPT reporting and Word editing tasks.
- **Languages:** Excellent business English skills; native mandarin Chinese speaker, good easy writing and reporting skills.