

Jenny 曾仪

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2000-03



EDUCATION

GuangDong Ocean University - Journalism Bachelor

2019.09 - 2023.06

- **GPA: 3.9/5.00 IELTS:6.5(6)**
- **Subject :** Introduction to Journalism, News gathering and Writing, Gathering and Writing Workshop, Introduction to Communication, Video Workshop, Information Visualization
- **Awarded :** First-Class Scholarship (2020 ,2021,2022), First prize of National English College Contest(2022), Outstanding Graduates of Guangdong Ocean University(2023)

WORK EXPERIENCE

Shenzhen Zhonghong Online Co., Ltd. - Public Opinion Analyst

2023.07 - Present

- Project assigned to the **Publicity Department of a district Party Committee**
- Mainly responsible for the daily public opinion monitoring of the unit's jurisdiction, **refined and classified all kinds of text data, in-depth mining and integration analysis of social media public opinion, quantitative research and other multi-dimensional data.** Output public opinion monitoring daily, weekly, quarterly analysis reports and important public opinion.
- Assist in planning the activities and specific landing of the unit, including the participating units and landing sites in the early stage of the activity and the deployment of staff and materials in the later stage.
- Assist the unit to write other documents and other daily work

Shanghai MiaoZhen Network Technology Co. Ltd - Data Analysis P&G TEAM II

2023.06 - 2023.07

- Docking to P&G SK-II pr management, irregular issue monitor and campaign tracking requirements, review and report on CVD and other kcp activities
- Refining, classifying, summarizing and insighting text-based data, effectively integrating and analyzing multi-dimensional data such as social media opinion, quantitative research and advertising monitoring. Output JP Radiation Water Monitor, 520 review and other reports, etc.
- Assist in regular report writing and reporting to clients, providing actionable business insight recommendations

INTERNSHIP EXPERIENCE

XiAn Order Plus Network Technology Co., Ltd. - Overseas Social Media Operation

2023.02 - 2023.04

- Assist in **coordinating overseas kol cooperation projects**, follow up on overseas kol development, subsequent product selection, replacement, procurement and delivery via email, as well as platform release, discount code setting and other complete processes, **resulting in 100+ Instagram KOL cooperation, Instagram KOL fans base ranging from 10k-300k**
- The Supermade's overseas social media - **instagram daily posting, post average likes 1000+**, assist in maintaining the account comment section, collect and **analyze google analytics conversion data**, organize it into pivot tables for analysis, improve brand awareness.
- **Follow up the effect of advertising on Facebook, Google, Instagram and other overseas social media**, and participate in the process of each business dimension of overseas social media.

The Paper - Journalist Qihuan Video Domestic News Department

2021.03 - 2021.07

- Collected hot news topics and materials, adjusted the headlines and content accordingly, filtered the core news value, and produced them into video news.
- Interviewed individuals and obtained quotes for use in news videos.
- Achievements: Reached a maximum of 400+ comments on a news video.

LEADERSHIP EXPERIENCE

Marketing Planning Course Design - Leader

2021.03 - 2021.05

- Conduct **PEST analysis and SWOT analysis** of the dairy industry and the dairy brand Bai Xiaochun, as well as the competitor brands Mengniu Trensui, Yili Jindian and Bai Xiaochun.
- **Create a marketing plan for Bai Xiaochun**, set up offline flash mob, posters in public places and big screen ads, and online social platforms such as Weibo and Xiaohongshu, and carried out content and word-of-mouth marketing through co-branding and multi-platform activity linkage planning. Analyze potential competitor brands such as Cody and New Hope.
- **Mainly responsible for the overall production process of marketing planning, content division and integration, task promotion part**, and is also responsible for the analysis of competing products, industry analysis, and later part of the marketing activities content writing.

SUMMARY

- **Served as an administrator for a 7,000-person e-sports group on Douban**, set up daily operation rules for the group, reviewed new members, maintained the group's daily ecology and activity level. **The group's discussion content reached over 10,000 likes and comments on Sina Weibo at its peak;**
- **Strong language skills**, won the first prize in the National English College Contest and National Student Literature Competition;
- High-intensity web surfer. Operated personal Little Red Book knowledge output account, **with 18k+ views and 2.5k+ likes and comments on a single piece of content per day.**
- Passed the computer level 2 MS Office advanced application, **proficient in using office software such as Word, Excel, etc.;**