

SIYING QIU

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EDUCATION BACKGROUND

Fujian Normal University (FNU)

Fujian, China

Bachelor of Arts

Sept. 2018 - Jul. 2022

- **Major:** Broadcasting, GPA: 3.67
- **Main Coursework:** Social Media Marketing, Advertising Design, Cultural and Creative Industries, New Media, Impromptu, News Interview and Writing, Art Culture, Popular Culture, Introduction to Literary Works, etc.
- **Scholarships and Honorary Titles:** Four-year Outstanding Student Scholarship, "Excellent Graduate", National College Student Advertising Competition Excellence Award
- **Skill:** MS office, Adobe Audition, Adobe Photoshop, Adobe Premiere Pro, Adobe Dreamweaver .

Hong Kong Baptist University (HKBU)

HK, China

Master of Science

Sept. 2023 - Nov. 2024

- **Major:** AI and digital media(AIDM)
- **Main Coursework:** Communication psychology, AI workshop, Data Mining, Dynamic Web & Mobile Programming, Big Data Management and Analytics, Data Analysis and Visualization Studio, Algorithmic Culture
- **Skill:** Python, R studio (R), Html, CSS, Java script, SQL, NoSQL , net, web scraping ,tableau .

PROJECT EXPERIENCE

Automated Content Management System: Guangzhou food retrieval system - based on data from Dian ping app

Leader

- Crawled more than 10,000 pieces of data from the 'Dian ping' website into csv format, combined with python and NoSQL language, and stored it in the database
- Use JS and python to jointly mobilize the NOSQL database and set up two self-service query systems. Use html to make web pages that can be used by the audience.
 1. The merchant-oriented system can query the relevant information, popularity, store opening time, etc. of all gourmet stores in Guangzhou, providing merchants with better reference for store opening information.
 2. A customer-oriented query system that can query high-scoring stores for your favorite food, high-scoring stores in nearby locations, etc.

Data Analysis and Visualization :The gender inequality in the world based on the UNDP dataset (GII)

Leader

- Import the database through Python and SQL languages, analyze relevant information about female inequality, and create data news including heat maps, term clouds, scatter plots, etc.

Hayao Miyazaki website design

Leader

- Create a complete website including four sections: homepage, work introduction, author introduction, and news introduction through html, js, and css files

WORK AND INTERNSHIP EXPERIENCE

Fuzhou Orange Light Art Center

partner

Jun. 2022 – Aug. 2023

- An art school jointly run with several friends from different majors, business model: rent a store together, negotiate to decorate 5 classrooms, and promote through WeChat Moments
- Funding and student resources: Teachers from different schools form a partnership team to provide students and teaching courses in their own schools. Funding comes from children's rehearsal performances (providing band performances and event hosting) and student tuition fees (a minimum of 3 students can take a class, one 60-70 hours) Half of it is used for teacher tuition, half is used for school operations, and the excess funds are used for dinners and monthly sharing
- Responsible work: teaching of spoken English classes, band classes, English classes and handicraft classes, operation of friend circles and media accounts, school decoration

Fujian News and Radio Station

Intern Host of the Public Account

Sept 2018 - Mar. 2019

- Conducted interviews with the guests to gather information and ideas they intended to share before the program; Olympic champion Xu Yunli, for example, believes that not only sports moments should be cherished, but every second of life should not be let down
- In charge of composing the wording for the official account using the material from the interview and the Internet
- Looked for and integrated guest photo resources online, as well as modified and typeset the public account

Internship or temporary worker Experience

- Fujian Shishi TV host/director Jun.2019-Sep.2019 (intern reporter) Dec.2021-May.2022 (official)
- Fujian Shishi Daily, Jan. 2020 - Sept. 2020

EXTRACURRICULAR ACTIVITIES

Design and Operation Specialist of China Green Food Special Fund	<i>Oct. 2019 - Jun. 2021</i>
Bilibili Uploader with 2500 + fans/Campus Ambassador for the Copywriting and Planning Group	<i>Oct. 2019 - Jan. 2021</i>
Deputy Director of Planning Dept., FNU / Official Editor of School's Official WeChat Account	<i>Sept. 2018 - Jun. 2020</i>
Volunteer Teaching in Thai - Chinese Language and Culture Education Exchange Institution	<i>Jan. 2020</i>
Polaris Program - Product Operations Training Officer, NetEase Snail Reading	<i>Dec. 2019</i>
NetEase New Media Operation -- Youth Media Plan Phase 11th	<i>Oct. 2019 - Nov. 2019</i>
Member of the Youth Volunteer Association, FNU	<i>Sept. 2018 - Jun. 2019</i>
Volunteer Teacher of Literature, Zhezhou Primary School	<i>Sept. 2018 - Jun. 2019</i>

ADDITIONAL AWARDS AND HONORS

"Outstanding Volunteer" of the World Heritage Assembly	<i>Sept. 2021</i>
University-level Excellence Award in the "Internet Plus" Project of Fujian Normal University	<i>May 2021</i>
Academy Award of Excellence in the Autumn Advertising Art Festival for China College Students	<i>Mar. 2021</i>
Bronze Award in the "Speaker of Fujian Normal University"	<i>Dec. 2020</i>
Gold Medal in the University's Campus Tour Guide Competition	<i>Nov. 2020</i>
"Excellent Deputy Captain" of the Summer Camp, Shishi Youth Volunteer Association	<i>Aug. 2020</i>
"Excellent Student" of NetEase Youth Media Program	<i>Dec. 2019</i>
2018-2019 Academic Year: Honorary Title of "Work Activist" of Youth Volunteer Association, FNU	<i>Jun. 2019</i>
Silver Award in the Golden Microphone Freshman Speech Competition, FNU	<i>Dec. 2018</i>

CERTIFICATES & SKILLS

Language Skills: Chinese (native), English (fluent), National Mandarin Chinese Level Test Class A- second
Computer Skills: Python, R studio (R), Html, CSS, Java script, SQL, nosql , net, web scraping ,MS Office, such as Word, Excel and PowerPoint (making report data charts), Good mastery of Photoshop, Adobe Premiere, Adobe Audition, etc.