

GAO Rongxi

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EDUCATION

School of Literature, Journalism and Communication (SLJC), Qingdao University (QDU) 09/2021-06/2025

- Expected Degree: Bachelor of Arts in Journalism | GPA: **89.85/100 (Top1)**
- Honors: **1st Prize of QDU Excellent Scholarships (three consecutive years), QDU Top 100 Outstanding Student Leader (12/2022), Qingdao Top 1000 Outstanding College Student (05/2024)**

WORK EXPERIENCE

Operation Intern of PCG (Platform and Content Group), Tencent Online|06/2024-10/2024

- Invited ace video producers to join QQ Short Video Platform, offered one-to-one operation service for six of them, retained over 1000 users of the platform, reached 10,000-plus views on relevant works in total
- Conducted data analysis and problem diagnosis daily, figured out 6 assortment growth points

Trainee Reporter of Interview Center, Inner Mongolia Branch, China News Service Hohhot|03/2024-06/2024

- Assisted with topic selection, interview and on-the-spot shooting, finished video editing and production for 5 videos of “Inner Mongolia Scenery” which yielded over 1 million views
- Took part in completing 10-plus articles, ran investigation interviews in 5 banners of the Inner Mongolia Autonomous Region; the articles received over 10 million views

Intern Journalist and Editor, Qingdao Broadcasting System Qingdao|09/2023-12/2023

- Planned out two projects respectively on private entrepreneurs and the traffic, undertook the interviews, helped release 10-plus videos that received over 1 million views through multiple platforms
- Planned 10-plus serial activities on the theme of public-benefited culture and tourism for Shinan District of Qingdao, undertook livestreaming and video post-production; the live coverage attracted an audience of over 50,000
- Ran 5 WeChat official accounts such as Qingdao Shinan Culture and Tourism, Qingdao Traffic Pioneers

Content Editor of Secretariat, Kubuqi International Desert Forum Ordos|06/2023-08/2023

- Produced real-time report on the forum, administered the forum’s official account, finished 5 high-quality articles
- Aided platforms like People’s Daily, CNR News and Ordos Media in issuing relevant promotional articles

Trainee Reporter of Video Center, China.com Beijing|01/2022-03/2022

- Edited video material, wrote 20 posts; the most sought-after post got 1,2000-plus views
- Analyzed over 100 pieces of data on user behavior per week, adjusted the website’s content form and visual design; the follower activity rose by more than 23% on a year-on-year basis
- Collected video material concerning top 4 areas, assisted in constructing the content resource base

EXTRACURRICULAR ACTIVITIES

Founder, SLJC Communication and Media Studio 11/2021-present

- Founded the official new media studio of SLJC, planned to report themed events like the Olympic Winter Games, Youth Day and Labor Day, produced relevant reports and videos; the videos got over 20,000 clicks
- Made a video, *Ordinary Day*; this video was covered by national media like v.people.cn.

Executive Director, SLJC Student Union 06/2023-06/2024

- Perfected relevant rules, standardized work content of all departments, tailor-made the *Student Union’s Handbook*
- Jointly held cultural activities in campus that widely attracted media reporting in Qingdao
- Built up a promotional platform for QDU Admission Office via Tiktok and WeChat, organized topic selection and posted videos (more than 30,000 views in total)

Member, The 9th National College Student Innovation and Entrepreneurship Contest

(Gold Award of Shandong Division, Top 1) 04/2023-12/2023

- Participated in the project, “Splendid Kunlun Mountains--Mapping Out a New Blueprint for Education and Revitalization of Villages in Southern Xinjiang”, popularized Mandarin and gave voluntary art education in Xinjiang, held 10 book donation activities; taught over 10,000 students in total
- Independently drafted 9 articles for project promotion; 3 articles were adopted and issued by national and city-level media; each article received over 10,000 views
- The volunteer teaching team was awarded the first prizes of Shandong Art Practice Workshop and National College Student Art Exhibition and Performance

Team Leader, Shandong College Student Ideological and Political Education Short Video Competition 09/2023

- Determined the video theme, drafted a proposal and managed the project process
- Gathered video material, designed a shooting script and wrote the video description **(The 3rd Prize, Top 2%)**

SKILLS

- **Language Skills:** Mandarin Chinese (Native), English (Fluent, IELTS:7.0)
- **Specialties:** Public Recitation (First Prizes of National Contests), Speech (QDU Prizes and Municipal Awards)