

Haitong Chen

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EDUCATION

The University of Melbourne	Master of Global Media Communication	Feb 2023 – Dec 2024
• Key Courses: Public Relations & Communication, Digital Media Writing & Editing, AudioVisual Communication		
Hunan University	Bachelor of Management (Financial Engineering)	Sep 2015 – Jun 2019
• Key Courses: Financial Markets, Risk Management, Probability Theory & Mathematical Statistics		

PROFESSIONAL EXPERIENCE

Guangdong Cable Network Co., Ltd.	Marketing Specialist	2019-2022
• Social Media Management & Content Creation: Managed and grew social media presence on WeChat official account and TikTok in China, developing new media strategies (e.g., interactive pages, audiovisual content) that boosted engagement by 5%. Collaborated with cross-functional teams to refine promotional strategies and on-site activities, and experiment with content formats, supporting business decisions.		
• Campaign Execution: Analyzed user engagement metrics, demographic data, and market trends using tools like Google Analytics and PowerBI to develop and execute digital marketing campaigns for holidays and special events, aligning content with market trends and audience needs to boost online visibility.		
• Data-Driven Strategy: Regularly utilized SQL for data collection and analysis, monitoring regional revenue, operational efficiency, and customer behavior. Generated and presented monthly reports summarizing key insights that led to a 7% improvement in performance metrics, contributing to strategic quarterly and annual reviews.		
Ziqiang Studio (Part-time)	Photography Assistant	2016-2018
• Team Collaboration & Client Communication: Ensured clear communication between clients and photographers, translating project requirements into high-quality visual content. Participated in all phases of production, from conceptualization to final output.		
• Continuous Improvement: Quickly mastered DSLR camera operations and post-production editing using Photoshop and FCP. Proactively learned new software applications to enhance technical skills, contributing to the studio's success in meeting client expectations.		

PROJECT EXPERIENCE

Every Minute Media (EdTech)	Marketing Strategy Consultant	2024
• Mapped brand mission and cultural value proposition around “equal access to education.”		
• Conducted student behavior analysis across Year 12 and IB cohorts to refine user profiles.		
• Proposed SEO optimization for homepage title and metadata to increase platform visibility in IB-related searches.		
• Drafted partnership pitch for Schools Plus to expand impact through co-branded educational content.		
Social Impact project The Big Issue	Customer Analysis & Communication Strategy	2024
• Co-designed digital content templates (IG, TikTok, website) to elevate the café's “coffee + inclusivity” image.		
• Optimized store layout and visual identity, enhancing in-store experience and brand recall.		
• Analyzed local competitors and suggested seasonal promotions; social engagement grew by 30%.		
Student Union of Management	Assistant Head of the Communications	2015-2018
• Content Creation & Design: Developed promotional materials for fundraising events and managed logistics for charity activities. Designed visuals and uniforms, contributing to the overall branding of the department.		
• Social Media Management: Maintained social media groups to update the event process, conduct surveys and make reports on students' preferences for career activities.		

SKILLS

- **Social Media:** Content strategy, storytelling, influencer outreach, campaign planning
- **Data & Analytics:** Excel (advanced), PowerBI (dashboards), SQL (basic), Python (basic), Collaborative tools (Canvas, Google Workspace)
- **Design & Production:** Adobe Premiere, Photoshop, DaVinci Resolve, GarageBand
- **Languages:** English (IELTS 7.0), Cantonese (native), Mandarin (native)