

JIANING YAN

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PROFILE

- Quick learner, eager to acquire new knowledge and skills across diverse domains.
- Strong project management and organizational skills, capable of handling multiple tasks efficiently.
- Effective team player with excellent communication and cross-functional collaboration abilities.
- Resilient under pressure, able to deliver results in challenging and dynamic environments.

EDUCATION EXPERIENCE

King's College London, UK	Sep 2025 - Sep 2026
Master of Arts and Cultural Management	London
University of Melbourne, Australia	Feb 2023 - Apr 2025
Bachelor of Arts in Media and Communication	Melbourne
• Scholarship: Arts Global Languages Scholarship (2024)	
Korea University (SKY Top 3), South Korea	June 2024 - July 2024
Summer School: Intermediate Korean, Media, and Korean Pop Culture	Seoul

Work Experience

MelTown Music	Mar 2024 - Present
Co-founder	Melbourne
MelTown Music is dedicated to exploring Chinese original art and culture, supporting Chinese musicians, promoting original music and art trends, and offering video channels for pan-entertainment content. The company also host live performances in various styles of Chinese music.	
• Content Planning: Responsible for project planning, organizing music-related events and content for Melbourne's youth, produced 2 seasons of Chinese music competitions, 2 short dramas, and trending content like "Hi MelTown" street interviews and "Backstage Artist" interviews.	
• Fundraising and Partnership: Developed sponsorship plans and stabilize partnerships with 9 local medias and 10 university student organizations.	
• Promotion and Operation: Managed comprehensive promotion of the MelTown Music IP across platforms like WeChat, Xiaohongshu, TikTok, etc., achieving a local following of 30k+ and a total of 3.19M+likes.	
• Execution Management: Organized the execution team for events (Chen Hongyu's Australia performance tour).	
Paire Pty Ltd	Jun 2025 - Sep 2025
Production Intern	Melbourne
Paire Pty Ltd is a Melbourne-based direct-to-consumer apparel brand specializing in sustainable, comfort-focused basics, with a team of ~20 and AUD 17M annual revenue (2025).	
• Documentation & Technical Pack Management: Translated and organized all production documents, including Excel spreadsheets, POMs, and Tech Packs, ensuring clear communication between design and production teams.	
• Garment Review & Fitting Notes: Collected and recorded designers' requirements during sample fittings, providing accurate references for production execution.	
Publicis Groupe (Advertising Agency)	Nov 2023 - Dec 2023
Account Executive Intern	Shanghai
• Script Supervision: Supervised the World Children's Day PSA script and managed cross-team communication during the review process. The final video achieved 6.25M views and 1.06M engagements on Weibo.	
• Data Analysis: NIVEA project, created data analysis reports for brand ambassador research.	
• Market Research: Lion King project, produced competitor research reports.	
Melbourne Chinese Theatre Society	Apr 2023 - Jun 2025
Director Team	Melbourne
• Scriptwriting & Adaptation: Led adaptation and direction of "The Boor" and "For Haunted", coordinating a crew of 20+, resulting in performances attended by 900+ audience members and positive feedback.	
• Event Planning & Execution: Designed and delivered "An Actor's Daily Routine" workshops, engaging 50+ students in immersive acting experiences, improving participant satisfaction and skill development.	
• Cross-team Coordination: Coordinated and collaborated with a 20-person team across production and administrative roles, streamlining rehearsal schedules and ensuring performances ran on time.	
• Acting Experience: Participated in "Green Snake" (2025), contributing to a successful production with 200+ audience members, demonstrating adaptability and teamwork under tight rehearsal schedules.	

Project Experience

Musical/Play

- **Musical "The Boor"** Melbourne Chinese Theatre Society 2024
Executive Director Melbourne
Adapted and directed a musical reveals societal absurdities and human complexity, involving a 2-director, 3-actor, 20+ production members with 400+ audience.
 - Script Adaptation and Directorial Work: Adapt the play to a musical, coordinating with the script creation team to work closely with the screenwriter.
 - Stage Set Design: Participated in stage set design, coordinating technical details such as stage layout, lighting, props, etc. Supervised the installation and adjustments to ensure a flawless final presentation.
- **Play "For Haunted"** Melbourne Chinese Theatre Society 2023
Executive Director Melbourne
A struggling novelist moves into a haunted house, leading to mutual healing with its ghostly residents. The production was well-received for its unique plot and stage effects. with 4 performances, 400+ audience.
 - Performance Coaching: Coordinated schedules between actors and directors, organized rehearsals, and guided performance details to ensure progress aligned with the overall plan.
 - Rehearsal Management: Managed rehearsal schedules for 20+ team members, ensuring smooth execution.
 - Coordination: Acted as a communication bridge between directors, production teams, and actors.
- **Play "Good Little Bunny"** Second Life Production Company 2023
BTS shooting Melbourne
 - Post-Production: Followed the crew during rehearsals, recorded daily activities, and compiled footage to create behind-the-scenes content for promotional purposes.

Music Competition

- **M_TAPE Rapper Session** MelTown Music 2024
Co-founder Melbourne
This season's competition, themed "Rap," played a significant role in the lives of Chinese students in Australia, further promoting Chinese hip-hop culture abroad.
 - Content Planning and Event Promotion: Coordinated with well-known domestic rappers for interview videos as pre-event promotion, achieving over 3.06 million views and 92k+ likes. The final attracted over 500 attendees.
 - Fundraising and Operations: Managed venue arrangements and secured sponsorships, generating a profit of AUD 3,000 across one season, excluding sponsorships.

Short Drama & Film

- **Drama "DAMN!! Melbourne"** MelTown Music 2024
Executive Producer Melbourne
"DAMN!! Melbourne" is a sitcom that depicts the daily musical lives of five distinct young individuals sharing a house in Melbourne.
 - Production Coordination and Budget Management: Managed the production schedule for 14 actors and a 26-member crew, and coordinated with sponsors and partners.
- **Drama "Under the Cross Star"** MelTown Music 2024
Director Melbourne
"Under the Cross Star" is a vertical-screen short drama series, with each 15-minute episode portraying the love lives of international students at Melbourne universities.
 - Filming and Review: Managed the shooting schedule for 2 actors per episode and coordinated an 11-member production team. The series garnered over 130k likes across all platforms.

COMPETITION EXPERIENCE

- 2023 13th The University of Melbourne Mandarin Debate World Cup - Australian Championship: Champion
- 2023 3rd Australia Eastern Regional Debate Exchange: Champion
- 2023 5th Yuan Shang Chun Liu Cup Debate Championships: Bronze Medalist
- 2023 2nd Qun Lan Cup Debate Championships: Bronze Medalist

VOLUNTEER EXPERIENCE

- Beijing Childhood Educational Development Center** 2024
Music volunteer teacher Online
- Conduct weekly online classes, teaching basic music theory and simple pieces to middle school students in fourth-tier cities, with the goal of fostering their interest in music and enhancing their artistic literacy.

MISCELLANEOUS

- Languages: Mandarin (Native), English (Fluent), Korean (Fluent)
- Technical & Soft Skills: Social media strategy & analytics, Project management, Video editing, Event coordination
- Interests: Performing arts, Archery, Skiing, Exploring international music and arts trends