

# Jianing Yan

Visa Type: Permanent resident of Australia

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## EDUCATIONAL EXPERIENCE

### The University of Melbourne (QS Ranking: 18), Australia

Feb 2023 - Mar 2025

Media and Communication

Melbourne

- Scholarship: Arts Global Languages Scholarship (2024)
- Core Courses: Arts Discovery, Media and Society, Advertising, Music Psychology, The Business of Music, Perspectives in Global Media Cultures, Global Cultures, Understanding Global Media, Making Movies
- Theses: Music Copyright and AI Creation: The Impact of Technological Advancements on the Music copyright; The Effect of Music on Depression; Human and Machine's Creativity: The Impact of AI in Art through 'Théâtre d'Opéra Spatial'

### Korea University (SKY Top 3), South Korea

June 2024 - July 2024

Major Courses: Intermediate Korean, Media, and Korean Pop Culture

Korea

## Arts Practice

### MelTown Music

Apr 2023 - Present

Co-founder

Melbourne

MelTown Music is dedicated to exploring Chinese original art and culture by supporting Chinese musicians from universities, promoting original music and art trends, establishing video channels for pan-entertainment content, and hosting live performances in various Chinese music styles.

- Content Planning: Design various projects and music-related offline events aimed at young people for MelTown Music, including organising two Chinese music competitions, producing two short dramas, and creating some hits like "Hi MelTown" street interviews and "Backstage Artist" interviews.
- Fundraising and Partnership Negotiation: Develop sponsorship plans geared towards various events, with nine local media corporations and ten university student organisations forming close partnerships with our company.
- Promotion and Operation: Market the MelTown Music IP across some popular platforms, including WeChat, Xiaohongshu, TikTok, etc., achieving 30k+ following from local people and more than 3.19M+ likes.
- Executive Management: Lead the execution team to stage events at different levels, like Chen Hongyu's Australia performance tour.

### Melbourne Chinese Theatre Society

Apr 2023 - Mar 2024

Director Team

Melbourne

- Scriptwriting and Adaptation: Worked as the executive director and assistant director, adapting and directing "For Haunted" and "The Boor", designing the stages, and supervising the appropriate installation of equipment.
- Event Planning and Execution: Designed and organised "An Actor's Daily Routine", creating an immersive environment where students with an interest in acting could experience working as an actor through acting workshops, directorial guidance, and on-stage performances.
- Cross-team Coordination: Communicated with the administrative team and the production team as a member of the director team to ensure effective collaboration among teams.

### Publicis Groupe (Advertising Agency)

Nov 2023 - Dec 2023

Account Executive

Shanghai

- Script Supervision: Produced script and filmed a public service announcement for the UNICEF project.
- Data Analysis: Produced data analysis reports for the research of brand ambassadors in the NIVEA project.
- Marketing Research: Completed competitor research reports in the Lion King project.

### Social Media Account Management

Sep 2019 - Present

Strategic Planning and Operations

- Account Operation: Established personal IP, with 1M+ views of Vlog and 41k+ likes & collects in Xiaohongshu.
- Account Management: Operated a Weibo celebrity account, getting 5M+ reads, 550k+ video views, and 112k+ interactions within 7 days.
- Merchandise Production: Designed the products, generated the prototype, and produced merchandise items ranging from glass coffee cups, night lights to phone grip stands.

## Project Experience

### Musical/Play

#### • Musical "The Boor"

Melbourne Chinese Theatre Society 2024

Executive Director

Melbourne

Adapted and directed this musical that reveals societal absurdities and human complexity, with two directors, three actors, and more than 100 production members involved and 400+ audience enjoying it.

- Script Adaptation and Directorial Work: Adapted the play to a musical by coordinating with the script creation team and the screenwriter, and revised the script structure and dialogue to cater to the specific needs of the stage play and ensure that the plot developed reasonably with three-dimensional characters.
- Stage Set Design: Participated in stage set design, discussed the details with other members, like stage layout, lighting, and props, and supervised the installation to ensure an impressive presentation.

- **Play "For Haunted"** Melbourne Chinese Theatre Society 2023  
Director Secretary Melbourne  
This play describes a struggling novelist healed by other ghostly residents after moving into a haunted house. The production was a hit for its unique plot and stage effects, with 400+ audience for four performances.
  - Performance Coaching: Coordinated schedules between actors and directors, organised rehearsals, and provided advice on acting based on the overall plan.
  - Rehearsal Management: Managed rehearsal schedules for 95+ team members to ensure smooth execution.
  - Coordination: Communicated with actors regarding the requirements of directors and production teams.
- **Play "Good Little Bunny"** Second Life Production Company 2023  
BTS shooting Melbourne
  - Post-Production: Served the crew during rehearsals, recorded daily activities, and compiled footage to create behind-the-scenes content for following promotion.

## Music Competition

- **M\_TAPE Rapper Session** MeiTown Music 2024  
Co-founder Melbourne  
With the "Rap" theme, this competition played a significant role in the lives of Chinese students in Australia and in promoting Chinese hip-hop culture abroad.
  - Content Planning and Event Promotion: Coordinated with well-known domestic rappers for interview videos for pre-event promotion, receiving 3.06M+ views and 92k+ likes. The final attracted over 500 attendees.
  - Fundraising and Operations: Arranged the competition venue and secured sponsorships, generating a profit of AUD 3,000 across one season, excluding sponsorships.
- **M\_TAPE Original Music Session** MeiTown Music 2023  
Co-founder Melbourne  
Themed "Original Music", this competition focused on promoting original music and supporting Chinese student musicians.
  - Original Music Competition: Invited 30 original musicians from different genres such as a cappella, bands, and hip-hop, and produced 44 original songs and 12 music videos through three rounds of competitions.
  - Promotion: Promoted through the open auditions to finals, with the competitions receiving 700k+ views and 100k+ community clicks in the streaming platforms and 250+ audience viewing the final competition.

## Short Drama & Film

- **Drama "DAMN!! Melbourne"** MeiTown 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 business partners.
- **Drama "Under the Cross Star"** MeiTown Music 2024  
Director Melbourne  
"Under the Cross Star" is a vertical-screen short drama series, with each 15-minute episode portraying the love stories of international university students in Melbourne.
  - Filming and Review: Filmed the videos according to the shooting schedule with two actors per episode and managed an 11-member production team. The series received 130k+ likes across all platforms.
- **UNICEF Public Service Announcement "Together for Children"** UNICEF & Publicis Groupe 2023  
Account Executive Shanghai
  - Script Supervision: Supervised the script of the PSA for World Children's Day and communicated with clients and the post-production company during the review process. The final video production received 6.25M views and 1.06M engagements on Weibo.

## 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
  - Delivered online classes weekly to teach basic music theory and simple pieces to middle school students in fourth-tier cities to foster their interests in music and enhance their artistic literacy.

## SKILLS & INTERESTS

- Languages: Chinese (Native), English (Fluent), Korean (Fluent).
- Interests: Social media management (Weibo, Xiaohongshu, X, WeChat), video editing, K-pop culture.