

## Xinzhe Jiang

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### EDUCATION

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**Duke Kunshan University (DKU) / Duke University (Duke) Dual Degree Undergraduate Program** May 2024  
*B.A. in Media Arts* Kunshan, China/ Durham, NC, USA

- GPA: 3.91/4.0

- Dean's List with Distinction: Fall 2020; Spring 2021; Fall 2021; Spring 2022

#### Related course

- Statistics with R; Computer Science with Python; Fundamentals of Web-Based Multimedia Communications

### RESEARCH EXPERIENCE

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**The Social Science Research Center at DKU** Mar 2022-Present

*Student Research Assistant. Mentor: Dr. Fan Liang, Assistant Professor of Media in the Division of Social Sciences*

- Discuss research topics and methods related to new media, collect information, analyzed the result, and write research articles.

### PROFESSIONAL EXPERIENCE

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**Publics Group** May 2022-Jul 2022

*PR Intern* Shanghai

- Wrote and made 80+ advertisement campaign text and made 2 videos for brand in Weibo, Xiaohongshu, WeChat. Made 10+ campaign posters. Analyzed weekly and monthly campaign data, collected and reported current social events.

#### CCCC Shanghai Dredging Co.

Dec 2022-Jan 2022

*New Media Intern* Shanghai

- Assisted in the operation of the WeChat public account "CCSCC Shanghai Dredging" and Tiktok with 14,000+ followers. The average daily views is 2500+.

### HONORS AND AWARDS

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**L'Oréal 2022 Brandstorm** Inclusion track China National TOP3 team Mar 2022-Apr 2022

### LEADERSHIP & SERVICE

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**University-Corportion Innovation Lab at DKU** Mar 2022-May 2022

*Team leader*

- Cooperated with GloCoach, a well-known multinational Coaching company, and led 2 team members to write, shoot, edit and complete corporate promotional video.

#### DKU Athletics

Jun 2021-May 2022

*Student Worker*

- Shoot and record 50+ sports activities. Using PS to edit photos, 600+ photos have been included and used by DKU Athletics. Use Premier to edit annual promotional video. Interview and write school sports monthly report.

#### Center for the Study of Contemporary China at DKU

Mar 2021-Present

*Student Worker. Mentor: Dr. Andrew Field, Associate Professor of Chinese History*

- Conducted and analysis 6 music scenes, interviewed 30+ musicians to analyze the social factors involved in the changes in Chinese music trends brought about by the cultural and musical exchanges between China and the West. Use Premier to edit interview materials and footages, 30+ works has been used as teaching materials and examples.
- Participated in the filming, editing, and translating of Professor Field's documentary *Jazz & Blues a la Shanghai*, which has been played publicly for 3 times.

#### Youth Lead Global Health Club at DKU

Nov 2020-Dec 2021

*Content Designer*

- Arranged 3 large-scale health knowledge publicity activities on campus. Collected monthly health theme, coordinated and wrote 12 health contents for school Instagram and WeChat.

#### Humanity Research Center at DKU

Sep 2020-Dec 2020

*Social Media Coordinator*

- Covered 2 major humanities research conferences and 3 meetings. Arranged campus visitors' itineraries, and maintained on-site conferences.
- Promoted humanities and arts projects through WeChat public account *Duke Kunshan Arts and Humanities*, and the Duke Kunshan Humanities website.

#### Tennis Club at DKU

Feb 2021-May 2022

*Vice President*

- Managing tennis clubs, communicate with the school athletic department to confirm the practice venue, arrange weekly tennis training activities.
- Take 20+ photos of tennis club events to recruit new members.

### ADDITIONAL INFORMATION

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- **Languages:** Chinese Mandarin (native), English (fluent)

- **Skills:** HTML, CSS, JavaScript, Ps, Premier, Touch Designer, Procreate, Fusion 360, R, Stats, MS Office, Xiumi, Canvas, Photography, Interview, Data Analysis, Github
- **MOOC Certificates:**
  - Duke University – Advertising and Society (Coursera)
- **Interests:** Photography, Calligraphy, Guzheng, Puppies