Lyuxuan Wang

721W 30th ST APT16, Los Angeles, CA 90007 ▪ 213-373-0957 ▪ lyuxuanw@usc.edu ▪ LinkedIn [in] Little Red Book [小红书] YouTube [YouTube]

EDUCATION

University of Southern California GPA：4.0/4.0 Los Angeles, CA
Annenberg School for Communication and Journalism Expected Graduation: May 2024
Master of Science in Digital Social Media

Beijing International Studies University Beijing, China
Bachelor of Arts in Journalism and B.A. in English GPA: 3.6/4.0 Sep 2017-Jun 2021

University of Copenhagen Copenhagen, Denmark
Exchange program Jan 2020-Jun 2020

INTERNSHIP EXPERIENCE

Social Media Influencer
Operate channels at YouTube, Little Red Book, Bilibili Mar 2020-Present
- Operate two channels at Little Red Book with over 4000 followers, one channel is a food blogger, and the other is a life vlogger.

ByteDance Beijing, China
Intern in TikTok accounts operation Mar 2022-Jul 2022
- Independently managed 7 short video channels on TikTok and YouTube to promote the growth of users and boost engagement with product. The channel in charge of operation has a maximum of 1.1M followers on TikTok.
- Developed and maintained client relationships for strategic partnerships in the US, Indonesia, Philippines, Brazil, resulting in user expansion and collaboration with influencers hosting more than 3M followers on TikTok.
- Contributed to team brainstorming and campaign analysis to drive market-oriented commercials and cross-functional collaboration.

CRRC Corporation Limited (China Railway Rolling Stock Corporation) Beijing, China
Member of Corporate Culture Department Jul 2021-Jan 2022
- Planned and organized a series of activities for CRRC's 140th anniversary, resulting in successful sponsorship agreements.
- Compiled and managed the official social media platforms, resulting in daily views of more than 10K times through targeted and popular hashtags on the company's official microblog platform.
- Created over 300 publicity contents tailored to the characteristics of different social media platforms, resulting in increased engagement and followers.

Hunan Broadcasting System Changsha, China
Intern in R&D Center Jan 2021-Apr 2021
- Produced promos for variety show proposal alone, and made a presentation for this variety show scheme at the seminar.
- Evaluated over 20 variety show proposals in 2021, analyzing program value and scheme feasibility, and providing corrective feedback to each team.
- Generated plans of two reality shows, providing innovative ideas and suggestions. One of these shows was successfully broadcast, earning a 3% audience rating in China and over 900M video views throughout the whole season.
- Ongoing tracking and analysis of overseas competitors, and structured the localization transformation of imported variety shows.

People's Daily Press Beijing, China
Intern in People's Daily Online Public Opinion Data Center Jul 2019-Sep 2019
- Led research focused on the reporting data of nearly 200 specific news events in major Chinese media from 2014-2019. Synthesized digital data on Weibo, WeChat, and other major social media platforms to identify trends and patterns, reported findings in media presentations.
- Tracked more than 20 hot social events, analyzing topic diffusion trends and changes in public opinion. Collected network public sentiment from various regions, and provided systematic induction and in-depth analysis of public opinion data from all parties.

Xinhua News Agency Beijing Branch
Journalist in social news video orientation Jul 2018-Sep 2018
- Conducted in-depth research, filmed, and reported news stories, including participating in news interviews, live news reports, simultaneous recording, and video editing.
- Published 10 works on the Xinhua News official APP, radio stations, and video stations of Xinhua News Agency, each of which received more than 200K hits. One of the videos garnered 860K views and was cited by other news media websites.

AWARDS
- 2nd prize in the Micro Film category and the Variety Show category in the 9th College Television Award (National Level) 07/2019
- 2nd prize in the Micro Film category in the 8th College Television Award (National Level) 07/2018

SKILLS
- Proficient in Final Cut Pro, Adobe Premiere Pro, CapCut, Adobe Photoshop, Microsoft Office Suite, Windows and Mac Platforms, basic Adobe After Effects, Adobe Audition, Adobe Illustrator.
- Hootsuite Social Media Marketing Certification