

Tianen (Evan) Hao

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Professional Profile

Emerging social media strategist. Expert in using analytical models to plan long-term operational strategies across different platforms. Focusing on identifying emerging trends and understanding audience needs. Passionate about increasing company ROI from loyal fans.

Education

Bachelor of Information (Internship)

Faculty of Information, University of Toronto
User Experience Design (2023-25)
Commerce (2021-23)

2025

(expected)

Representative Courses: Principles of Marketing, Designing Interactive Systems,
Effective Communication and Strategic Writing

Selected Projects

Marketing Campaign for "Honkai: Starrail" 1.1 Update

2023

miHoYo, Toronto (Remote)

- Drove "Honkai: Starrail" marketing with miHoYo, expanded reach on TikTok and Bilibili platforms.
- Produced a compelling animation to showcase game features, boosted viewer interaction.
- Secured TikTok China official traffic support for increased campaign visibility.
- Achieved 2 million+ views, enhanced game awareness and engagement.

Case Competition for Toronto High School Students

2021

We Secondary Students Committee, Toronto

- Coordinated an online case competition with Uforse Education for Toronto high school students, drew 100+ participants amid COVID-19.
- Enhanced brand voice and messaging

Selected Media Channels:

Bilibili - 呵纹Hevon ([miHoYo 2D Animation](#))

Bilibili - 早板鸭 ([Honkai-only 3D Animation](#))

TikTok - 早板鸭 ([miHoYo 3D Animation](#))

Professional Experience

Honkai: Starrail Official Content Creator

2024 -

miHoYo & Suixing Multi-Channel Network, Toronto (Remote)

- Spearheaded the creation and promotion of animated content for "Honkai: Starrail" on TikTok China and Bilibili, driving significant community engagement.
- Identified community trends and audience needs routinely to adjust content strategy.
- Oversaw channels achieving 190 million+ views through strategic promotions and compliance with miHoYo's quality standards.

Social Media Strategist Internship

Summer 2021

Pinnacle Education, Toronto (Remote)

- Innovated strategies, enhanced engagement with educational videos and led to a notable increase in user interaction.
- Analyzed and optimized weekly performance and audience growth.
- Achieved a 128% increase in followers during the internship.

Additional Experience

Microsoft Learn Student Ambassador

2022 - 2023

Microsoft, Toronto

President

2020 - 2021

Human Resources Executive Member

2019 - 2020

We Secondary Students Committee, Toronto

Skills and Qualifications

Video Editing and Animation

Community Building

Basic HTML/CSS/R

Content Strategy Development

Adobe Creative Suite

Prototyping

Audience Engagement Analysis

Microsoft Office

Mandarin Chinese (Native)

Event Coordination

Unity Modelling

Blender