

Zhang Xiaochang

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EDUCATION

Renmin University of China

Bachelor of Arts in New Media and Networks (Internet Journalism)

Beijing, China

2019.09 – 2022.06

- GPA: 3.4/4
- Core Courses: The Creative Cultural Industry and Art Management (92), Multimedia Storytelling (89), Communication Theories (91), Communication Research Methods (91), Application of Digital Information Technology (87), Strategic Communication (90), Visual Techniques (88), Cross Media Communication (90).
- Awards: First Prize of 13th National College Students Advertising Art Competition (Video Category), Excellent Undergraduate Graduation Design (Thesis) of Beijing Colleges and Universities.
- Scholarships: First Prize of Outstanding Student Leader Scholarship, Social Work and Volunteer Service Leader Scholarship, Academic Excellence Scholarship.

Beijing Institute of Graphic Communication

Bachelor of Arts in Network and New Media

Beijing, China

2022.09 – 2023.06

- Grade: 85.3/100
- Thesis: A Study of Emotional Communication in Native Video Advertising from the Perspective of Mead's Symbolic Interactionism: The Case of The XINSHIXIANG

WORK EXPERIENCE

Shijian Wanxiang Culture Media Co., Ltd. (XINSHIXIANG)

Creative Planning and Director

Beijing, China

2022.09 – Present

- Formulated and completed over 70 integrated marketing programs, assisting brands in establishing online and offline marketing channels to fulfil sales objectives, enhance brand awareness, and fuel long-term brand growth.
- Conceived catchy marketing topics and planned the social media communication strategy, engaging 4,000 participants in UGC production, achieving an average exposure of over 100 million.
- Created video scripts, arranged celebrity interviews from business, arts, sports and literature, including Li Jiaqi, Wu Haibo, Xu Haifeng, and Mai Jia, and produced advertising videos and documentaries averaging 20 million views.
- Managed 6 offline brand events, like pop-up concerts, themed art exhibitions and social experiments, with 2,000 average attendees and 500 thousand media discussions.
- Collaborated Brands: **Chanel, Ferragamo, Dior, L'Oréal, BYD, Zeekr, China Mobile, JD.com, Volkswagen, PIDAN, Tetra Pak, Yili, Vitasoy, Marubi, Me ONE, MAO KING, PurCotton, and Xtep.**

BRANDING AND COMMUNICATION PROGRAM

XINSHIXIANG x BYD

'Poems of the Earth-Cultural Documentary Series'

Beijing, China

2024.09 – 2024.12

- Selected poets highly compatible with landmarks respectively, such as the West Lake and Yumen Pass, invited renowned cultural figures like Mai Jia and Ma Boyong to tell in-depth the life stories of these poets.
- The documentary telling the stories titled "Life Without Fear of Storms" has attained over **13 million views**, and "The Spring Breeze Finally Reaches Yumen Pass" has **20 million views**.
- Helped BYD construct a cultural persona in branding and a profound sense of mission.

XINSHIXIANG x Chanel

'100 Letters from Unknown Women'

Beijing, China

2023.08 – 2023.11

- Structured the key branding figure of Chanel as Huang Xiangli, the actress for the monologue Letter from an Unknown Woman and planned the offline art event of her photo shoots with 100 women via large-format Polaroids.
- Exhibited at the Jimei X Arles International Photo Festival 2023.
- Awards: **Gold Award for Most Reputable Original Content in the 2024 China Content Marketing Awards.**

XINSHIXIANG x Vitasoy

'Little Shop Has New Life'

Beijing, China

2023.06 – 2023.08

- Planned offline applied drama activities for Vitasoy, cooperated with over 5 ordinary community stores in the city for public welfare transformation, including menus' refreshment and upgrade for shops' fronts, while maintaining the original style and conveying brand care, attracting over 21m viewings and 30k sharing.
- Shot public welfare documentaries of the transformation process and discovered the stories between the community stores and their neighbouring communities, attracting over 21 million views and over 30 thousand shares.

- Awards: **Bronze Award of 2023 Golden Lion Awards (Creative and Presentation).**

XINSHIXIANG x Pidan x Bi Gan

‘A Short Story’

Beijing, China

2022.09 – 2022.11

- Initiated a thought-provoking topic “Why People Need Cats” on Xiaoyuzhou FM and cooperated with cultural KOL Liang Wendao to promote the podcast activity, striking an emotional chord of 100 thousand cumulative listens.
- Cooperated with art film director Bi Gan to produce art-style branded short films, using the communication language in film/art circles as debuted, with over 22 million viewings, and 258 thousand discussions.
- Orchestrated “Peace Island” bookstore event with 40 bookstores, steered offline chats on human-cat symbiosis, and extended brand concept to the public.
- Awards: **Short Film Palme d’Or of 2022 Cannes Film Festival, Gold Award of 2022 DAwards in Content Marketing, Best Micro Film of 2022 Golden Lion Awards.**

INTERNSHIP EXPERIENCE

Zhengmianlianjie

Beijing, China

Reporter Intern of Feature Department

2022.03 – 2022.09

- Actively promoted major social hot topics such as the epidemic and the incident of China Eastern Airlines and gathered basic information and contact information in advance.
- Carried out character interviews and in-depth reporting, generating materials amounting to over 300,000 words, with an average article reading volume of over 200,000 on WeChat.
- Representative Works: **The Current Living Situation of 51 Elderly Households Living Alone in Shanghai, 19 Days and Nights in Shanghai Fangcang Shelter Hospital, What Matters Most to Mothers During the Epidemic.**

Hongxing News

Beijing, China

Journalist of the Current Political News Department

2022.07-2022.09

- Covered the 10th World Peace Forum and other conferences and interviewed politicians, international organization personnel and Tencent News Vice President, producing over 10 articles.
- Monitored routine press conferences of the Ministry of Transport and other ministries, asked questions on-site, interviewed and wrote reports.
- Wrote in-depth reports on hot social news like employment discrimination against recovered patients and privacy protection for electronic certificates, often reprinted by Xinhua News Agency.

The Paper

Beijing, China

Reporter of Science and Technology Channel

2022.04 – 2022.07

- Monitored the relevant information in pharmaceutical technology, artificial intelligence, and machinery, conducted in-depth interviews with the leading industry experts and the research personnel and produced over 30 bilingual AI frontier information articles, with a cumulative article reading volume of over 500,000.

Beijing Organizing Committee for the 2022 Winter Olympic Games

Beijing, China

Director of Documentaries Series “Together in Beijing”

2021.04 – 2022.02

LGBT Rights Promotion Association

Beijing, China

Reporter

2020.04 – 2021.04

EXTRA-CURRICULA ACTIVITIES

Youth Volunteer Association of Renmin University of China

Beijing, China

Deputy Director

2020.01 – 2021.06

- Composed and edited over 30 responses to the department’s mailbox, covering themes such as sex and gender, self-identification, interpersonal communication, and social hotspots.
- Organized and co-hosted large-scale activities such as the “12·1 World AIDS Day Series” and the “Xi Xi School Children’s Sex Education Project,” taking primary responsibility for pre-event promotion and post-event summary articles, achieving significant publicity results.

Renmin University of China News Weekly

Beijing, China

Minister of Feature Department

2019.12 – 2021.06

- Organized departmental planning and topic selection meetings, conducted interviews, and wrote feature articles.
- Edited weekly newspapers and managed the official account for over ten issues.

SKILLS

Languages: Mandarin (Native), English (Fluent, IELTS: 6.5).

Software: SPSS, Stata, Python, Tableau, Microsoft Office Suite, Photoshop, Premiere, InDesign, Audition, After Effects.