

Wang Yijun

☎ Phone:(+86)14739271551 ✉ wangyijun0326@foxmail.com

🎓 EDUCATION

Guangdong University of Foreign Studies South China Business College

Sep 2020 - Jun 2024

Networks and New Media Bachelor

- **GPA: 89.09/100 IELTS: 7.0 (6.5)**
- **Major courses:** Creation of Digital Multimedia Works (GPA 4.7); E-Commerce Fundamentals and Applications (GPA 4.55); Advertising (GPA 4.55); Data and Information Visualisation (GPA 4.3); Social Psychology (GPA 4.2); Colour and Graphic Design (GPA 4.12)

Guangdong University of Foreign Studies

Sep 2021 - Jun 2022

Internet and New Media (Digital Brand Communication)

- **GPA: 3.76/4.0**
- **Major Courses:** International Marketing (GPA 4.0); Advertising Management and Administration (GPA 4.0); Artistic Thinking and Creative Expression (GPA 4.0); Psychology of Persuasion (GPA 4.0); SIntegrated Creative Communication Design (GPA 4.0)

🏢 INTERNSHIP

Guangdong Radio and Television station

Sep 2023 - Present

Intern of Integrated Media in the Expansion Department

- **News gathering and editing**, assist journalists in daily topic selection, interviews, writing, and other tasks; A total of 8 oral news releases and 1 Cantonese dubbing were completed. The oral news was broadcasted 1156 times in the radio news program "Half an Hour in the Bay Area", and was disseminated through the vehicle mounted blog (Radio FM).
- **Video director**, according to the topic proposed by the superiors, write scripts and develop shooting plans based on the characteristics of the publishing platform, grasp the overall style of the content, and write textual content such as scripts, storylines, and narration. So far, I have completed a video planning task regarding the "reporting video".
- **Short video camera post production**, responsible for the post production and editing of guest science popularization short videos for the evening psychological integrated media program "Heart Breath" and medical and health programs, have completed the production of three short videos, with likes of 3, 43, and 2, respectively.

Bilibili

Apr 2022 - Present

uploader

- Link to personal homepage: <https://b23.tv/uues60V>
- As an uploader, made videostyle mainly to drama, emotional film personal original short film-based. The result of July 14, 2023 is a total of 2000 fans, 17 short videos were released, with a total of 176000.
- Direct the personal original retro short video "Who Stole My Suicide Plan" was broadcast as high as 166000, received 19000 praise, 9057 collections and 1036 forwarding.
- Made another video "Lost Reminiscing Memories", received 6720 plays, 344 likes, 239 collections and 99 forwards. At present, the number of fans exceeds 2000, with a total of 2052 people.

Benchmark Medical Co., Ltd

Apr 2022 - Jun 2022

New media operations intern Marketing Dept

- **Made short videos of popular science and planned topics**, and output comprehensible, interesting, interactive scripts, independent shooting and editing, with a total of high-quality short videos 5.
- **Made H5 new media products**, through the upgrading of H5 in the brand development memorabilia and other content sections, successfully completed the World No Tobacco Day product promotion campaign in cooperation with the People's Daily Health Client.
- **Made popular science tweets** and responsible for writing popular science tweets for lung cancer and bladder cancer sections. Through data collection, long map production, typesetting, with a sum of 5 push.

⚙️ PROJECT EXPERIENCE

The current situation and countermeasures of information technology application for

Mar 2021 - Mar 2022

the elderly in the context of population aging

- Propose and execute ideas. Participate in the track of the innovative training program, conduct research on the target market, provide the team with a variety of topic selection schemes, and participate in many iterations of the paper. The article "Analysis of Supply and Demand of Intelligent Technology Products for the Elderly" written by the article "Analysis of Supply and Demand for Intelligent Technology Products for the Elderly" was published in the 2nd issue of "Science and Technology Association Forum" magazine in 2022 and included in Longyuan Journal Network.
- Output results: one thesis included in "Supply and demand analysis of intelligent technology products for the elderly", wrote two reports "Smart phone for the elderly research report" and "Elderly information application of the optimization of the path".

ACADAMIC EXPERIENCE

- **"Supply and demand analysis of intelligent technology products for the elderly":** "Science and Technology Association Forum" C (first author, included)
- **"Logic of Rural Documentary Short Videos"** is planned to be published in the 6th issue (second) of China Newspapers magazine in 2024, and is included on CNKI. This magazine was once a national Chinese core journal (2008).

HONORS & AWARDS

- The first-class Scholarship 2021&2023
- Outstanding Student 2021&2022&2023
- The Third Prize of the 15th National Student Advertising Art Competition Guangdong Region
- The Second Prize in the National English Writing Competition of "The Foreign Studies Society
- The Second Prize in National College Students' English Competition

CAMPUS EXPERIENCE

School New Media Live Studio

Feb 2022 - Aug 2022

Art designer Technology Group & Operation Group & campus self-made late variety group

- Responsible for the post-art work. Participated in the production of MBTI School, a campus variety show produced by first-class students in Guangdong province. Variety includes pilot, feature and egg a total of 13 videos, uploaded to Bilibili video site, 45,000 views, 1876 likes.
- As a director, in charge of the MBTI SCHOOL-personality room, the first SCHOOL variety show for students to make their own social observations, 5 guest pilot footage of the completion of the production script, the completion of the guests MBTI poster format of the production (a total of 7) and to assist the guests to complete makeup for shooting, a total of two user-interactive tweets on wechat public account were completed.

OTHERS

- **Skills:** Ps, H5, Pr, Office, Photography, Performance, Iteration, Graphic Design, Data Analysis, UI Design.
- **Certifications:** Computer Level 2, IELTS(7.0)