

Wang Yijun

14739271551 | wangyijun0326@foxmail.com

EDUCATION

Guangdong University of Foreign Studies

Sep 2020 - Jun 2024

Networks and New Media Bachelor

Guangzhou

- GPA: 3.89; ILETS: 7.0
- **Related courses:** Web Design and Production, Social Psychology, Graphic Design, Advertising

PROJECT EXPERIENCE

Innovation and entrepreneurship training program for college students

Mar 2021 - Mar 2022

- 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".

Uploder of Bilibili

INTERN EXPERIENCE

Benchmark Medical Co., Ltd

Apr 2022 - Jun 2022

New media operations intern Marketing Dept

Guangzhou

- Independently responsible for a cold start from the media matrix content real-time update, upgrade optimization, daily operation and maintenance; planned some brand activities.
- 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, with the promotion of soft product placement media during festival activities, the brand exposure was improved. 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, etc., with a sum of 5 push.

Bilibili

- Made videostyle mainly to drama, emotional film personal original short film-based. The result of July 14, 2023 is a total of 17 short videos were released, with a total of 176000.
- direct some video, 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, and was selected into the web end-the first page of the film and television area for recommendation and arrangement of traffic pools after official website review.
- 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.

PUBLICATION

- "Supply and demand analysis of intelligent technology products for the elderly": "Science and Technology Association Forum" C (first author , included)

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.

HONORS & AWARDS

The first-class Scholarship School of the School of new media and international communication	2021.9
“Three Good Student Model” personal honorary title	
On behalf of the school to participate in the 2020-2021 academic year student scholarship assessment (School Award National award contest) , was the first sophomore to be awarded the opportunity	2021.9
School of New Media and International Communication, second academic year, third Guangdong University of Foreign Studies	2022.9
“Outstanding Communist Youth League member” title	

OTHERS

- **Skills:** Ps, H5, Pr, Office, Planning, Swimming, Marketing, Street Dance, Photography, Writing, Performance, Iteration, Graphic Design, Data Analysis, Web Page Design.
- **Certifications:** Computer Level 2, IELTS(7.0)