Meilin Shou

meilin.shou@mail.utoronto.ca   +1 437-552-3621   linkedin.com/in/meilin-shou-17504527a

Education

University of Toronto   **Sep 2022 - May 2026**

Bachelor of Art & Science in Mathematics Major and Book & Media Studies Major

- *Related Coursework:* Linear Algebra, Calculus, Micro & Macroeconomic, Linear Programming, Abstract Mathematics, ODE, Complex Variables, Media studies
- *Club:* UofT Chinese Volunteer Association (Video Editing of Design Department)

Professional Summary

- Proficient in using social media software such as TikTok, Xiaohongshu, Facebook and Instagram
- Proficient in both English and Mandarin
- Quickly adapt to new environments, possess the bravery to inquire and address issues. Able to commit significant time to tasks and punctual delivery
- Value collaborating with others to identify problems and develop effective solutions.

Skills

Software Skills: Microsoft Suite& AI,HTML/CSS, JavaScript, Python, Alight Motion, CapCut, LaTeX

Non-Technical Skills: Communication(Mandarin, English), Design, Visualization, Teamwork, Patient

Experience

Fantuan Delivery   **September 2024 – Present**

Event Associate

- Conducted Fantuan Delivery's market expansion, distributed promotional materials by leading high-impact on-the-ground campaigns, driving a 95% increase in app downloads, converting 90% of leads into active users, and boosting regional sales by 90%.

Shaanxi Haiyin Tianjing Cultural Media Co., Ltd.   **Jun 2022 – Present**

Editorial Assistant and Corporate Image Representative   *Online*

- Streamlined data accessibility by organizing an Excel database for 10,000+ authors, reducing retrieval time by 90% and improving accuracy by 95%, while managing 5+ weekly projects to deliver 100% ahead of deadlines and boost team efficiency by 60%.

Projects

Media Operations - Game content creator editor   **March 2024 – Present**

- Total number of views reached 10 million+, likes 1 million+, account has attracted 10 thousands followers.
- By engaging with fans, increased content engagement and impact, while collecting feedback to optimize future content creation, and significantly enhancing engagement and platform influence.

Baidu Translate Product Experience Officer   **May 2024**

- Experience and review the Baidu Translation product, write impressions, and post on social media.
- Get the Best Data Award and certificate of Outstanding Product Experience Officer of the Year.

Programming a website in Group - Programmer and Designer   **Jun 2022**

- Collaborate as a team member in designing and programming websites: https://wwendyii.github.io/-WendySophiaTim-PVZ.github.io/
- Took a lead role in the design and programming of the 'Homepage' and 'Garden' sections.
- Exhibited strong teamwork and visualization skills, contributing significantly to a seamless presentation, culminating in achieving perfect marks through collective efforts.