

# Jinyuan ZHANG

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## EDUCATION

**Beijing Normal University-Hong Kong Baptist University United International College (UIC)** 09/2020 – 06/2024

Faculty of Humanities and Social Sciences

Degree: Bachelor of Arts (Honours)

Major: Public Relations and Advertising

GPA: 3.21 / 4.0

Core Courses: Digital Media; Statistics for Social Science; Principles of Public Relations; Public Relations Writing; Media and Event Planning; Communication Research; Communication Theory

## PUBLICATION

Xia L., Zhang J., Wen B., (2023) 'Optimization Decision Model of Vegetable Stock and Pricing Based on TCNAttention and Genetic Algorithm', included in the Conference Proceedings, for the 2023 4th International Conference on Computer Science and Management Technology (ICCSMT 2023), October 2023

## AWARD

- Bronze Medal and certificate of UIC Student Leadership Development Program** 06/2023
- The 12<sup>th</sup> National College Students E-commerce 'Innovation, Creativity and Entrepreneurship' Challenge**  
Second Prize in Guangdong Province 12/2021 – 04/2022
- CHOW TAI FOOK 'My Modern Shop' Creative Challenge**  
South China Best Popularity Award 09/2021 – 12/2021

## WORK EXPERIENCE

**Ruder Finn Group** Shanghai, CN  
Public Relations Assistant 05/2023 – 08/2023

- Coordinated with large medical enterprises, including Boehringer-Ingelheim, Takeda Pharmaceutical Co. Ltd., Amgen, etc.; produced PR releases, media plans, and media surveys for the mentioned enterprises;
- Produced 10 PR releases, planned approximately 5 public relations events, and more than 10 marketing and media research reports.

**Frost & Sullivan Consulting., Ltd.** Shanghai, CN  
CO2 Lab Online Program | Publicity Team Leader 09/2021 – 01/2022

- Operated the official account of the 'Net Zero Future' low-carbon society simulation competition; organized intern recruiting in southern China and promoted cooperation with universities in the area;
- Organized the competition with 180 participants and 30 teams; recruited more than 60 interns and managed the promotion team with more than 20 members.

**Guizhou Radio and Television Station (Health Science & Education Program)** Guiyang, CN  
Department of Publicity | Media Public Relations Assistant 07/2021 – 09/2021

- Conducted 6 interviews, 10 news shooting, 13 short video production, 5 live stream promotion, video editing, and official account operation, etc;
- Interviewed nutritionist and participated in the production of several episodes of the health science and education program; promoted live stream program for cultural and creative products of Guizhou Radio and Television Station.

**Beijing Normal University-Hong Kong Baptist University UIC** Zhuhai, CN  
Admission Office | Assistant 05/2021 – 07/2021

- Responsible for student recruiting in the southwestern China in 2021; recruited a total number of 100 students;
- Organized 10 information sessions online and offline in the southwest area; accomplished admission report with detailed statistic.

## ACTIVITIES

**Great Bay Area Fu Chong Youth Entrepreneurship Forum** Zhuhai, CN  
Department of Promotion

- Responsible for the event promotion; operated the official account to attract more participants;
- Published 5 articles on the official account with average view of 1000+.

**Seminar on the Transformation of Education** Zhuhai, CN  
Volunteer

- Responsible for preliminary plan and publicity, and reception of the guest.

## OTHER

**Skills:** Adobe illustrator, Photoshop, Microsoft Office, DaVinci Resolve (Video Clip), Xiumi (Public Account Editor)

**Hobbies:** Basketball, Fitness, Martial art, Weiqi