

CV

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LANGUAGES

English and Chinese (Bilingual)

EDUCATION BACKGROUND

McGill University Montreal, QC

- **Master of Information Studies (Non-Thesis)** 09/2024 - Present

Queen's University Kingston, ON

- **Bachelor of Arts (Honours), Film and Media** 09/2020-06/2024

- GPA: 3.81 / 4.3 | Awards: Dean's Honour List (2020–2024), Queen's University Excellence Scholarship (2020–2021)

RELEVANT EXPERIENCE

- **iQIYI North America**

Marketing Department | Jan – Jun 2024

- Produced and promoted multimedia marketing materials, achieving 12,000+ views and interactions on Red Book and 7,500+ on TikTok through targeted campaign posts.

- Coordinated casting and promotion for the reality show *Ten Days Back to Reality*; Independently completed online candidate screening proposals and supported overseas casting of 200+ qualified candidates.

- Core member of the global promotion team for the international boy group survival show *Starlight Boys*; independently established media collaborations with 8 online media outlets across Canada, the U.S., the U.K., and Australia, ensuring broad social and local coverage.

- Developed partnership proposals and executed local VIP marketing campaigns in collaboration with T&T Supermarket and Panopath.

- Conducted data research and proposal writing for localized events celebrating both Canadian and Chinese festivals, strengthening brand cultural resonance and community engagement.

- **Nanjing Newspaper Group Co., Ltd (Zijin Mountain News)**

Integrated Media Team | Jun – Jul 2023

- Participated in interviews, video production, and social media posts for multiple trending news stories.
- Contributed to the production of the documentary series *The Power of Roots* and wrote accompanying promotional posts.
- Assisted in editing, proofreading, and publishing content for the official digital platforms.
- Strengthened storytelling and digital journalism skills through multimedia reporting and collaborative production.

- **Science Non-Fiction Documentary Project**

Research & Production Team Member | Sept 2023 – Jun 2024

- Co-developed the documentary “Caribou Distribution and Changes in Northern Canadian Biodiversity”, focusing on translating scientific data into engaging visual narratives.
- Project presented at the World Biodiversity Forum (June 2024) and to Queen’s Advancement & Bell Fibe TV1.
- Collaborated with science students and interdisciplinary teams to integrate environmental research, creative direction, and production planning.
- Selected as Pitch Winner in the Untold Storytelling Channel competition for excellence in concept development.

- **See ME: Depression and Anxiety Helping Organization, Davis, CA**

Artistic Designer | Jan 2024 – May 2025

- Designed campaign visuals, illustrations, and layouts for awareness posts and educational articles.
- Created accessible and visually consistent content to enhance outreach on social platforms.
- Collaborated with communication teams to align aesthetic design with advocacy goals.

SKILLS

Technical: Adobe Creative Suite (Premiere Pro, Photoshop, After Effects), Final Cut, Microsoft Office, C4D, Unity, Dragon Frames, AI Studio, VS Code, Github, Google Colab

Professional: Archival research, digital storytelling, social media analytics, project coordination, bilingual communication (English & Chinese)