Ziyi LIU
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Start Date: Present

EDUCATION BACKGROUND

Hong Kong Baptist University   **Sep 2024-June 2025**
Master of Science in AI & Digital Media

Inner Mongolia University (Project 211)   **Sep 2020-June 2024**
Bachelor of Arts in Internet and New Media   GPA 3.58/4.0
Third Class Scholarship for University-level Academic
Outstanding Students.

RESEARCH PROJECT

K-Drama Popularity Trend Analysis and Exploration link1   **Mar 2024 - June 2024**

- To explore the types and trends of popular K-Dramas in recent years, acquired over 20 open-source K-Drama databases and split them into 13 data tables. After cleaning, imported the data into MongoDB and used Python (Matplotlib, Pandas) , SQL and Tableau to create visual analysis dashboards.
- Analyzed the changes in popular K-Drama genres and durations, discovering that shorter, fast-paced dramas have stronger appeal in the current content consumption landscape. Audience interest has shifted from traditional ethical plots to content with greater emotional resonance, providing strong support for strategic decision-making in the content industry.

WHO Chronic Disease Correlation Analysis link2   **Mar 2024 - June 2024**

- Conducted a correlation study on global chronic disease development trends in recent years using WHO public datasets as samples. Developed multiple web scraping scripts to address variations in source data formats.
- Employed Python libraries (Pandas, Numpy, Matplotlib) for data exploration, debugging, and visualization. Investigated the distribution of major chronic diseases across different regions globally and explored correlation factors such as gender and regional development. Compiled findings into a report and presentation PPT.

Credit Card Potential Customer Characteristics Analysis   **July 2023 - Sep 2022**

- To enhance the efficiency of acquiring new credit card users and identify characteristics of potential target groups, used public datasets of credit card applicants. Combined recommendation system algorithms from mainstream e-commerce fields and conducted machine learning tasks using Orange3, improving data preprocessing workflows and optimizing model performance.

Marketing Studies and Project   **Sep 2024 - Dec 2024**

- Developed projects that involved applying data analysis techniques to real-world digital marketing scenarios in Hong Kong and Chinese Mainland.Mastered principles and techniques of data analysis and big data applications for digital marketing.Gained expertise in obtaining and interpreting data insights relevant to social media analytics, digital marketing strategies, and user behavior analytics.
- Project link :Jellycat's marketing strategy link:**link1**; Futu's marketing strategy; link:**link2**; Scott Café X 24/7 Fitness 21 Days to a Healthier you" digital media plan; **link3**

INTERNSHIP EXPERIENCE

People's Daily Online   **Editorial Intern**   **Mar 2024 - June 2024**

- Responsible for special reports on events such as "Splendid Northern Frontier · Blossoming Green City" and "Progressing China: Vibrant Inner Mongolia." Organized interview teams for on-site coverage, wrote articles, and produced short videos. Promoted content on the official website and WeChat public account to enhance event influence, publishing over 60 videos and articles with individual pieces receiving over 10,000 views and interactions. Three articles were reprinted by the People's Daily.
- Analyzed user interactions such as comments and likes on WeChat public and video accounts to uncover audience browsing preferences. Used data visualization to highlight highly engaging activities (marathons, prize draws, popular exhibitions) that attract strong user participation, providing insights for topic selection strategies.

Skill

- **Technical Skills:** Proficient in SQL, Python, Tableau, SPSS, and Microsoft Excel for data processing, visualization, and management; basic machine learning skills with Orange3.
- **Media and Design Skills:** Experienced in multimedia production using Photoshop, After Effects, Cinema 4D, Procreate, and Figma; skilled in HTML5 for webpage design
- **Language Proficiency:** English: proficient; Mandarin: Native; Cantonese: intermediate