

Miss Jiayang Li

Cantonese Fluent/ Work 2-3 days per week/ On-board ASAP

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Flat H on 15th of Block 3, Phase 1 of Double Cove, no. 8 Wu Kai Sha Road, Ma On Shan, ShaTin N. T., Hong Kong 999077

EDUCATION BACKGROUND

The Chinese University of Hong Kong

09/2020-06/2024

- **Degree:** Bachelor of Social Science
- **Major:** Journalism and Communication

The Chinese University of Hong Kong

09/2024-07/2025(Expected)

- **Degree:** Master of Science in Marketing
- **Course:** Big Data Strategy, Digital Marketing, Marketing research, etc.

Scholarship & Other Skills

- Clarks Social Science Budding Scholar Award (2021-2022), 08/2022
- S.H. Ho College Scholarships for General Education, 06/2021
- Python, R, Supervise learning, Excel, etc.
- Photoshop, Canva, Adobe Premiere Pro, Adobe After Effects, etc.

INTERNSHIP EXPERIENCE

Intern, Financial Communication, Burson (Hong Kong)

04/2024-07/2024

- Analyse 100+ industry news and companies updates on a daily basis, producing daily monitoring reports to provide key insights for media strategy and investor relations;
- Assisted in the execution of media events in industry exhibitions, reaching a size with more than 2,800 attendees and more than 360 global investment project matchmaking sessions;
- Developed 10+ media strategies for foreign media coverage of clients to effectively boost publicity and public attitudes.

Journalist, News Department, Beijing Dagongwang Technology Co., Ltd. (Takungpao)

06/2023-08/2023

- Planned and produced a promotional video for the Hong Kong Space of the Palace Museum, released on the Palace Museum official website and other main media platforms, effectively reaching over 10,000 people;
- Planned and filmed a number of short news videos on the cultural exchange activities of Hong Kong art organizations in Beijing, with a cumulative total of more than 5,000 views on all platforms;
- Planned and participated in the filming of a short documentary 'Hong Kong Youngster in Mainland', whose views rate ranked among the top 20% of the department.

Journalist, News Department, Ningxia Radio and Television Station

06/2022-08/2022

- Executed the theme report on tax and fee reduction for private enterprises, field researched and interviewed with 5 enterprises and tax departments, and the report was reprinted by many authoritative media;
- Reported on scientific and technological innovation in Hedong Industrial Park, 3 mentioned breakthroughs in sustainable development technology enhanced the comprehensive score of the park's high-quality development.

CAMPUS ACTIVITY

Student Helper, S.H.Ho College

09/2021-09/2022

- Student helper for Brigitte Lin's lecture: responsible for the reception of press and management of VIP guests;
- Became a teaching assistant in the following year's programme as a scholarship winner, guiding 5 groups of students' final projects, with one group being awarded the scholarship of the program for that year;

Student Helper Leader, MUA Orientation Camp

08/2022-09/2022

- Conducted pre-activity training session to make student helpers aware of the mission and equip with the required skills as a helper;
- Planned more than 5 ice-breaking activities with the student helpers to make freshmen quickly integrate into new groups and expand their networks;
- Led team members to review after each activity to overcome their shortcomings and offer better help to freshmen.

Campus Recruitment Ambassador

06/2021-06/2022

- Conducted a precise admissions presentation to 200+ college entrance examination candidates and parents, introducing the university and admission policy.