**Xiyan Shi**

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**Education Background**

**University of Toronto** **Ontario, Canada**

*Bachelor of Arts, Digital Enterprise Management (DEM)* 2019 September – Present

* GPA: 3.62/4.00
* Courses Taken: Contemporary Communication Technologies, Organizational Studies, Digital Marketing, Business Research Methods, Data Analysis, Multimedia Design, Web Culture and Design

**internship experience**

**Tencent Holdings Ltd. Beijing, China**

*Intern Development Tester*2021 April- August

* Independently operated official social media account of Tencent Games with 3-million fans by writing widely circulated posts and using data analysis to examine subscribers’ activation and retention rate
* Technically supported marketing campaign team and designed wireframes by Axure to cater the needs of customers
* Collaborated with the production team to evaluate and iterate the To-B back-office operational systems

**Xinhua News Agency Nanjing, China**

*Intern Journalist*  2020 May – September

* Independently produced documentary reports with multiple videos reaching over 1,000,000 views
* Self-authored national news stories cited by 45 media outlets and viewed for more than 20 million times
* Participated in national coverages of COVID-19 and flood emergencies and reached over millions of audiences
* Developed an internal reference report of teenagers’ mental health that caught the attention of the central government

**Jiangsu Broadcasting Corporation Nanjing, China**

*Intern Producer*   2020 March-May

* Participated in live TV productions at Youman (Children and Animation) Channel to creatively contribute on filming schemes to facilitate smooth production
* Co-produced and scheduled multiple field filming of a TV programme of Teenager Poetry Competition

**Savvyuni Education Corporation Ontario, Canada**

*Intern Marketing Analyst* 2020 February-April

* Undertook qualitative research to analyse competing organizations to improve marketing projects
* Created questionnaires, wrote business proposal, organised, and collected feedback for multiple business initiatives

**Program experience**

**Digital Enterprise Management Association Ontario, Canada**

*Media Production Associate*2021 September-Present

* Conceptualizing a series of video filming schemes for various events
* Supporting video editing by emphasising tones and adding appropriate video effects

**CVCB2021 Ontario, Canada**

*Principal Officer in Marketing*2021 September-Present

* Co-leading a team of undergraduate students to initiate a non-profit project funded by the University of Toronto
* Planning and organizing marketing strategy and contributing to multimedia designs on social medias
* Designing questionnaires of racial discrimination and using Excel to analyse data

**2021 Canada Undergraduate Big Data Challenge Competition. Remote**

*Researcher* 2021 May

* Applied data extraction and social listening on social media posts related to vaccination
* Collaborated with fellow undergraduates to apply statistical and Machine Learning methods on user-generated content to predict the vaccine uptake rate in the US
* The abstract of paper published on the peer-reviewed STEM Fellowship Journal

**Nanjing Boai Art Kindergarten Corporation Nanjing, China**

*Producer*2020 Septempber-2021 January

* Independently designed a serious of filming schemes for marketing campaign
* Leading the production team on shooting and editing a series of promotional videos by using Final Cut Pro

**other skills**

* **Film shooting and editing (Final Cut Pro & Adobe Pr)**
* **Adobe design: Ai, Ps, Id, Xd**
* **Low-fidelity prototype design: Axure, Balsamiq**
* **Web design in HTML and JAVA: Atom, Adobe Dw, MIT App Inventor, Thunkable, Wix**
* **Data analysis in Excel**