

Xiao Feng

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EDUCATION

Communication University of China (Best Chinese Specialist University in Communication) 09/2017-06/2020
MA Media Arts and Cultures, GPA 3.78/4 (3.83/4 in WES evaluation), Top 10%

Course: Theory of Media Arts, Visual Communication Study, Study on Chinese and Foreign Classics of Aesthetics
Thesis: Narrative Mode and Aesthetic Value of Time-loop Moving Images (Top 10%)

Zhejiang Agriculture and Forestry University (Zhejiang A&F University) 09/2013-06/2017
BA English, GPA 86.7/100 (3.8/4 in WES evaluation)

Course: Classic Film Appreciation, Greek Mythology, History and Anthology of American and English Literature
Thesis: A Study of Visual Art in *The Peasant and the Prince* From the Perspective of Aesthetics (89/100, Top 2)

PUBLICATION

Pan K., **Feng X.** (2022). Patterns of Innovation in the Knowledge System of Theatre, Film and Television Studies, *Movie Literature*, 15, 24-30

The journal is among the most reputable ones in Chinese interdisciplinary social sciences

RESEARCH PROJECTS

The Innovation and Development of the Knowledge System of Theater, Film, and Television Studies

A Key Project Funded by the Ministry of Education of China (CNY ¥200,000; USD \$ 27,200) 05/2019-07/2021

Principal Investigator: Prof. Kewu Pan (Chair Professor of Fujian Normal University)

- Led a team of 13 people to conduct a systematic literature review of 10 preeminent scholars and 131 seminal works in theater, film, and television studies, and created a database of 166 entries organized by disciplinary categories.
- Designed a 15-chapter research framework that led to the collaborative production of: a 100,000-word midterm research report, a journal paper, and a textbook (as reference materials for postgraduate entrance examinations).
- Proposed innovative pathways for Chinese film and television arts from technological, cultural, and talent perspectives, advancing the discipline's development and enhancing its global academic influence.

Study on the Development Strategy of Art Cinemas in the Capital From the Perspective of Media Ecology

Funded by Beijing Social Science Fund Research Base (CNY ¥80,000; USD \$ 10,900) 11/2017-12/2018

Principal Investigator: Prof. Kewu Pan

- Conducted a 4-month field investigation across 10 Beijing cinemas (6 art-house and 4 commercial), distributing 750 questionnaires through online and offline channels with exceptional return rates (82.67% response, 98.71% validity), which exceeded previous social science research benchmarks.
- Designed the interview outline and applied purposive sampling to conduct in-depth interviews with 11 interviewees, including the heads of Beijing art theaters and art film promotion managers.
- Analyzed data (descriptive, cross-tab, thematic) to draft a strategic proposal for Beijing art cinema circuit development, and produced an interim research paper.
- Presenting findings on behalf of the team at the "40 Years of China Media Economy Summit Forum & 7th China Media Economy Annual Conference. (2018, Beijing)

Study on the Mechanism and the Roles of the Visual Forms in the Communication of TV Plays

Funded by the National Social Science Fund of China (CNY ¥160,000; USD \$ 21,800) 01/2019-07/2019

The Most Prestigious Grant in Social Sciences in China

Principal Investigator: Prof. Kewu Pan

- Collected and analyzed 30+ domestic and international films and TV works.
- Performed case studies applying Gestalt psychology and phenomenological perception theories to establish a foundational framework for visual image analysis.
- Created conceptual diagrams to structure research findings and support the project's presentation materials.

WORK AND RESEARCH EXPERIENCES

Communication Department, a City Government of Zhejiang Province

12/2020-Present

Project 1: Online Public Opinion and Social Media Analysis

- Collected and classified large-scale data from major Chinese social media platforms (Weibo, Douyin, Rednote, etc.), producing monthly/annual reports on media use trends across healthcare, education, and public safety.
- Conducted discourse and content analysis to identify emerging topics and communication risks, providing evidence-based recommendations to relevant agencies.
- Examined cases of misinformation and harmful online content, contributing to reports on digital literacy and online safety.

Project 2: Online Legal Publicity and Education

- Led cross-sector collaboration to design and implement public communication initiatives across online and offline channels, reaching 3,000+ participants in schools and communities.
- Created original digital cultural content (comics, animations, emojis), achieving 220,000+ engagements, advancing awareness of online safety among young audiences.

Project 3: Cultural Heritage Preservation and Online Dissemination

- Conducted field studies at 9 heritage sites in 4 cities, analyzing how historic urban regeneration influences local economic development and cultural vitality.
- Co-organized thematic heritage events (e.g., Nanxi Opera), strengthening public engagement with traditional aesthetics and cultural practices.
- Produced 500+ research-informed multimedia outputs across 6 platforms (4.12M cumulative views; one video reached 30M on Douyin), enhancing the global visibility of Chinese cultural traditions.

Project 4: Digital Transformation of The Cultural System

- Facilitated digitization initiatives across 7 cultural domains, recognized as Provincial Best Digital Application, which improved the effectiveness of public cultural services.
- Collected dynamic data monthly across 13+ government departments, and delivered 12 reports, with the framework showcased as best practice at the 5th Digital China Summit.

Beijing Youjing Film and Culture Development Co., Ltd

11/2019-07/2020

Intern Scriptwriter

- Co-developed 2 immersive narrative architectures for emotional night theaters
- Designed core storylines and visual screenplays, integrating local cultural motifs, achieving 92% visitor emotional engagement rate, establishing a new benchmark for regional experiential tourism

Beijing Radio & Television Station

08/2018-01/2019

Assistant Director, The New Year Countdown Ceremony

- Collected and analyzed 300+ art samples (Installation art, fashion show, theater stage, and concert stage), and planned over 30 artistic programs
- Guided 13 departments to deliver 15 production schedules, ensuring seamless execution, which enjoyed tremendous popularity with overall video views exceeding 450 million

HONORS AND AWARDS

1st Grade (highest) Scholarship for Academic Excellence, Communication University of China (Top 10%), 2020

Merit Prize of the Final in the 5th National Interpreting Competition Zhejiang Division, 2016

1st Prize in the Chinese Central Television's English Talent Competition Zhejiang Division (Top 2%), 2015

Honor of Merit Student, Zhejiang A&F University, 2014

1st Grade (highest) Scholarship for Academic Excellence, Zhejiang A&F University, 2014

LANGUAGES AND SKILLS

Languages: English (Fluent), Mandarin Chinese (Native Speaker), Japanese (Basic)

Research Skills: Fieldwork, Interview, Survey, Case Study, Visual and Discourse Analysis, Comparative Research