​**​Chen Xilei​**​  
Phone:  
Email:

### Education Background

​**​Sep 2020 – Jul 2025​**​  
​**​Qingdao University​**​  
Journalism (Originally Mechanical Engineering)

* ​**​GPA: 3.84/4​**​ (Ranked 1st in major).
* ​**​Core Courses​**​:
  + Pre-transfer: C Programming (90/100).
  + Post-transfer: Data Journalism (96/100), Digital Photography (95/100), New Media User Research (91/100), etc. Developed interdisciplinary knowledge and multi-domain skills.
* ​**​Academic Honors​**​:
  + National Scholarship (2022-2023); University-level scholarships (all semesters).
  + Awards: Outstanding Graduate, Excellent League Member, Academic Pacemaker, Outstanding Student Cadre, etc.
* ​**​Competition Awards​**​:
  + Second Prize, 18th National College Student Literary Competition (Ode to Hong).
  + Third Prize, Shandong Provincial College Student Academic & Technological Works Competition.
  + Grand Prize, 18th "Chuangket Cup" Qingdao University Competition.
  + Third Prize, 10th Shandong College Student Innovation & Entrepreneurship Competition.

### Internship Experience

​**​Mar 2024 – Jun 2024​**​  
​**​Qingdao Daily Press​**​  
Content Operations

* ​**​Hotspot Identification & Traffic Operations​**​:
  + Built public opinion monitoring system; tracked 1,000+ daily local/national trends. Predicted viral topics via dual-dimensional model (social sentiment + propagation threshold), driving 15+ breakout features (e.g., Citizens Debate Qingdao Metro Phase 3 Plan), with 20,000+ reads and Top 50 local Weibo热搜.
  + Transformed traditional reports (e.g., Old Town Renewal) into multi-platform content (5 vlogs, interactive H5s with 32% CTR, infographics with 1,000+ shares), growing Douyin followers from 20k to 40k (+60% viral video views).
  + Launched "Qingdao’s Most Scenic Spots" photo contest, generating 500+ UGC entries; boosted Douyin interaction by 120% and secured文旅局 partnership.
* ​**​Data-Driven Strategies & Monetization​**​:
  + Analyzed local user preferences via Ocean Engine/Chanmama; created Dialect Store Reviews series (38% avg. completion rate), increasing commercial collaborations by 200% (e.g., Qingdao Beer Fest, Haier).
  + Developed "Gov + Livelihood" IP matrix (e.g., Policy Brief, Midnight Eats), growing local ad revenue by 150%.
  + Authored Short Video Playbook for Local Media and trained 30+ journalists in video production.

​**​Aug 2023 – Dec 2023​**​  
​**​People.cn Online Information Technology​**​  
Hotspot Operations

* Monitored 100,000+ daily data points via Qingbo/EagleEye; identified high-potential topics and led 10+ viral campaigns (e.g., Top 10 NPC Livelihood Issues; 150,000+ cumulative exposure).
* Managed multi-platform distribution (Weibo, Douyin, Xiaohongshu); adapted formats (e.g., long-form → infographics/short videos), trending Rural Revitalization on Weibo热搜 Top 100 (100,000+ interactions).
* Developed "Exposure-Sentiment-Policy Risk" model, boosting CTR by 40%.
* Analyzed user comments/profiles to optimize engagement (e.g., added Flood Self-Rescue Guide Q&A, increasing retention by 25%).

### Campus Experience

​**​Leadership Roles​**​:

* ​**​Deputy Minister​**​, Publicity Department, School of Mechanical Engineering (Sep 2020 – Dec 2021):
  + Executed 10+ events; designed posters/displays.
* ​**​Class Branch Secretary​**​, Journalism Class 1 (Sep 2021 – Jul 2025):
  + Organized 30+ semesterly events (100% attendance); led team to Top 10 University Youth League Branch award.
* ​**​Member​**​, Integrated Curation Studio, University Library (Sep 2022 – Sep 2024):
  + Managed library WeChat account (100+ posts; 100,000+ total reads).

​**​Projects​**​:

* ​**​Team Lead​**​, Shan Hai Qing: Xinjiang Kashgar Reading Aid (Jun 2023 – Dec 2023):
  + Field research across 12 schools (1,000+师生); authored 8k-word report.
  + Developed 10+ picture-book courses; donated 1,000+ books.
  + Produced documentary Reading Across Mountains (featured on People.cn/DZWW); project won National Reading Innovation Case Award.
* ​**​Team Lead​**​, Ocean Literacy Natl. Innovation Project (May 2022 – May 2023):
  + Grew WeChat following to 5,000+ in 6 months.
  + Hosted 20+科普 courses in Qingdao schools; partnered with Fangsuo/Tsutaya bookstores.
  + Led marine culture outreach in Kashgar, Xinjiang.

### Skills

* ​**​IT​**​: Office Suite, SQL, SPSS, C, Xmind.
* ​**​Photography​**​: Canon C300/BMPCC cameras; Sony A7, Fuji XT, Canon 5D/6D DSLRs; LED panels, HMI lights, tungsten lights.
* ​**​Editing​**​: Final Cut Pro, Premiere Pro, Photoshop, Audition, DaVinci Resolve.