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Target City: Beijing

### Personal Strengths

1. ​**​Music Industry Expertise:​**​ Extensive experience in the music industry, mastering the end-to-end content production process from creation to production. Deep understanding of the complexities and challenges in music creation, capable of identifying and resolving key issues during the creative process.
2. ​**​Team Collaboration & Communication:​**​ Effective communicator with project members, suppliers, and algorithms to ensure smooth information flow and goal alignment. Strong team player and collaborator, adept at working effectively with individuals from diverse backgrounds, coordinating work within varied teams to achieve project objectives.
3. ​**​Adaptability & Transformation:​**​ Actively participated in AI music content R&D in previous roles. Conducted comparative analysis of model outputs to propose multiple optimization plans and improvement suggestions. Aims to further deepen expertise in the AI music field, driving innovation at the intersection of music and technology.

### Work Experience

### Mar. 2024 - Present

### Tingchaoge Culture Media Co., Ltd. (听潮阁文化传媒有限公司)

### Music Business & Promotion

1. ​**​Song Marketing:​**​ Responsible for promoting songs for the label's virtual artists. Matched songs with suitable promotional content, devised marketing campaigns, promotion timelines, and off-platform video distribution schedules. Accountable for distribution results; promoted songs entered KuGou Top 300+, achieved single-song daily play peak of 300k+, generating exposure and commercial revenue for the label.
2. ​**​Promotion Data Analysis:​**​ Monitored music platform and Douyin (TikTok) distribution data. Analyzed promotion strategies of popular songs in the market and made timely adjustments to distribution tactics to enhance effectiveness.
3. ​**​KOL Distribution:​**​ Communicated and liaised with numerous music-focused Douyin KOLs (including million-follower and mid-tier bloggers) to implement promotion campaigns and control video content. Achieved 3 challenge charts and 1 trending chart on Douyin during promotion periods, exceeding expected hotspot exposure by 30%.
4. ​**​Talent Resource Development:​**​ Established connections with promising musicians and artists. Screened and collaborated with creators matching the promotion style, building a reserve of talents. Built a reserve of 50+ creators while in position.
5. ​**​Music Coordination & Distribution:​**​ Expanded resources for sourcing popular songs, directed song acquisition and screening, managed the entire song production process timeline. Proactively developed partnerships with music platforms and record companies, maintaining good relationships to secure licensing and distribution deals for original songs, creating more commercial opportunities and growth potential for projects.

### May 2021 - Jun. 2023

### Beijing Leelements Technology Co., Ltd. (北京乐元素科技有限公司)

### Music Content Coordinator

1. ​**​AI Singing:​**​ Assisted in AI singing voice R&D, completing 4 voice sources. Managed the process from sourcing seed singers for recording, following voice model training, setting model acceptance criteria, tracking research results, to delivering AI dry vocals suitable for song production. Also liaised with external AI tech teams to drive the process, ensuring on-time delivery and acceptance.
2. ​**​AI Voice:​**​ Assisted in the AI voice R&D for the label's AI host, AI-Syki. Selected script materials for model training, analyzed semantic emotions, tracked recording progress, and researched related categories.
3. ​**​Creative Resource Expansion:​**​ Actively expanded song-related creative resources for games, hit songs, and virtual artists. Managed relationships with production teams. Planned song projects and coordinated offline songcamp activities to produce song content. Expanded over 80 creative resources while in position.
4. ​**​Copyright Management/Acquisition:​**​ Established the label's original music library from scratch. Directed song acquisition and matching based on project needs. Accumulated over 200 demos for the project library. Managed royalty settlement, copyright registration, and production document organization for original songs. Also handled cover song library introduction, music festival and live broadcast performance song copyright clearance, and risk assessment for cover song performance/usage.
5. ​**​Song Production Coordination:​**​ Managed the entire song production workflow, overseeing lyric/music composition, singer matching, and arrangement progress, accountable for final product quality. Coordinated production of 30+ songs.
6. ​**​Performance Production Coordination:​**​ Coordinated promotion resources on Bilibili's Music and Live Streaming zones for large-scale virtual music festival projects ("Nebula-Beat Music Festival") in partnership with the platform. Coordinated recording work for performance songs by 12 top and mid-tier virtual artists on Bilibili. Also coordinated song production for Bilibili in-house music performances ("Ice-Fire Spring Song Festival") and Bilibili World label artist performances.
7. ​**​Project Management:​**​ Managed music projects for the label and game music, controlled budget inputs, developed SOPs, planned production cycles, and optimized project workflows.

### - Key Achievements:

√ Artist Tang Jiuxia & Transmigrated Virtual Cat's "I'm in Love with the Bug" achieved 1.5M+ views on Bilibili, Top 1 on Bilibili Music Zone Hot Recommendations, Top 1 on Bilibili Hot Recommendations.

√ Secured commercial collaborations with brands like Shiseido, Royal Canin, and Ya-Man.

√ Collaborated with artists including Wu Xin, Jin Chen, Xu Lu, Zhang Yuxi, and Wu Xuanyi.

√ Led online marketing coordination for BOSH Bosch dryer and production coordination for the promotional song "The City Without Dampness".

√ Developed KOL operations plans for Bilibili, creating localized content and facilitating business collaborations.

√ Hot Song Creator - Yao Zhixin's "Wild Wolf Disco R&B Version", Douyin video max likes: 2M+.

√ Accumulated 50+ external agency/MCN resources (music & fashion).

√ Managed Korean Mukbang star Banzz (25w+ Bilibili followers; 8.8M total video views).

### Feb. 2018 - Jul. 2019

### Shanghai Yihai Film & Television Culture Communication Co., Ltd. (上海依海影视文化传播有限公司)

### Music Planning Manager

1. ​**​Distribution Resource Expansion:​**​ Expanded music platform distribution channels, liaised with overseas distribution agents to complete song releases.
2. ​**​Creative Resource Expansion:​**​ Expanded lyricist/composer and production resources, building a creative reserve.
3. ​**​Production Coordination:​**​ Managed overall music project coordination. Oversaw EP/single releases and music projects for artists and related variety shows. Developed song release plans. Managed the process from concept ideation, song acquisition/matching, liaising with Korean copyright companies, Chinese lyricists, music producers, to MV director teams. Controlled project timelines, budgets, and final output quality.
4. ​**​Music Marketing:​**​ Created songs and MV styles aligned with brand identity. Leveraged offline audience trends and short video popularity to bundle song and product promotion. Targeted market demographics and product positioning to build pre-release audience anticipation.

### - Key Achievements:

√ SWIN X Pepsi "Sound Sour Language" Tmall marketing case.

√ SWIN comeback single "25hours", ADPLUS debut EP.

√ Theme songs for large-scale variety shows "Star Move Asia 4" ("Youth's New Power") / "Yituanzhiming [Name of the Group]" ("Only Because of You").

### Jun. 2016 - Dec. 2017

### Guangzhou KuGou Technology Computer Co., Ltd. (广州酷狗科技计算机有限公司)

### Music Content Operations

1. ​**​Song Operations:​**​ Analyzed song target audiences, integrated internal KuGou platform resources, boosted user activity through themed events and platform incentives, planned promotion strategies. Executed 0-1 online song promotion operations.
2. ​**​Platform Resource Integration:​**​ Coordinated song promotion resources within the platform. Managed release platform partnerships: TME, NetEase, Sina, Migu, and other major music platforms.
3. ​**​Resource Development/Acquisition:​**​ Expanded lyricist/composer and production resources, established lyric review processes, and managed copyright library intake. Regularly updated song libraries from suppliers and copyright companies, categorizing and ranking songs by style/level.
4. ​**​Song Production Coordination:​**​ Coordinated production and distribution for 40+ songs (collaborating with artists including FIR's Real Huang, Aya Liu, Li Daben, Zhang Daxian, A Leng). Managed demo screening, production timeline control, online releases, and artist matching. Executed artist recording sessions.
5. ​**​Copyright Collaboration:​**​ Organized label song libraries, negotiated lyric licensing fees and deals. Handled related song and copyright contracts (including agreements with platform production partners, major record labels like Universal, Warner, and Forward Music).
6. ​**​Artist Development & Scouting:​**​ Responsible for scouting and signing promising musicians via KuGou and 5sing platforms, through platform filtering and campus competitions. Managed daily artist relations and coordination, offline songcamps, and creative training events.

### - Key Achievements:

√ Online promotion campaign for movie "Our Shining Days" OST. Platform participation exceeded 10k+, surpassing competitors like Changba.

√ KuGou X Douya traffic star project - Game streamer Zhang Daxian's song "The Strongest King Presents Himself", achieved 900k+ plays on KuGou on the first day, accumulated 90k+ comments across platforms.

### Education

​**​Xiamen University of Technology​**​ (厦门理工学院)  
​**​Music Engineering​**​  
Sep. 2010 - Jun. 2014

​**​Certification:​**​ Performance Agent Qualification License (经纪人演出资格证)