

PROFESSIONAL EXPERIENCE

Independent Content Creator

2023 – Present

Xiaohongshu (Little Red Book)

Remote

- Managed a travel & lifestyle account independently, achieving **52k+ likes/saves** and **110k+ single-post reach**.
- Implemented a dual-content strategy: used storytelling for viral reach on trending topics, and produced high-value guides for niche travel to build long-term audience trust.
- Analyzed engagement data to optimize content, successfully building an organic community without paid promotion.

Project & Visual Lead

May 2023 – June 2023

National Geography Study Course Design Competition (2nd Prize)

Team Project

- Led visual strategy for a team of geography majors, translating complex academic data into user-friendly educational products.
- Designed the full **Visual Identity (VI)** system and infographics, transforming dense theories into intuitive visual learning tools.
- Restructured the curriculum from a "user experience" perspective, ensuring the final product was both academically rigorous and easy to navigate.

Project Lead & Creator

June 2023 – July 2023

Cultural Product & Community Campaign

Independent Project

- Executed a non-profit fan appreciation campaign, overseeing product design, vendor sourcing, and distribution for 200 custom units.
- Achieved a **100% claim rate** and leveraged the campaign to generate User-Generated Content (UGC), significantly boosting community engagement and loyalty.

INTERNSHIPS & LEADERSHIP

F&B Intern

Feb 2024 – June 2024

The Middle House - Frasca (One-Michelin-Star)

Shanghai

- Delivered high-standard service to international clientele in a fast-paced environment, developing strong resilience and cross-cultural communication skills.
- Assisted in coordinating large-scale events, ensuring seamless operations and personalized guest experiences.

Head of Technical Department

Sept 2021 – July 2024

Official University Social Media Team

Nanjing

- Led a **12-member team** overseeing filming, editing, and publishing for official university channels.
- Established standardized workflows for content review, ensuring consistent quality across all outputs.

EDUCATION

Jiangsu Second Normal University

Expected 2025

Bachelor of Hotel Management

Nanjing

Relevant Coursework: Statistics, Public Relations, Marketing Management, OTA Operations, Market Research.

SKILLS

Content Creation: Copywriting, Photography, Video Editing, Trend Analysis.	Design Tools: Canva (Advanced), HiPaint, Xingtu (Mobile Visuals).
Languages: English (CET-6, Fluent), Mandarin (Native).	Soft Skills: Cross-functional Collaboration, Project Management, User Empathy.