

## 储菁

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现居城市: 浙江省杭州市 | 入职时间: 2021-7-1

| 求职意向: 营销



### 教育经历

#### 伦敦大学学院

2020.9-2021.9

教育学院 数字媒体专业 硕士

英国伦敦

- 相关课程: 数字媒体理论, 网络文化理论与实践

#### 南京大学

2016.9-2020.6

外国语学院西班牙语专业 本科

中国江苏, 南京

- GPA: 4.30/5.0 所获荣誉: 南京大学2020届校级优秀毕业生; 2016/2017/2018年度人民奖学金; 2017年度校十佳志愿者
- 相关课程: 数据新闻, 社会研究方法, 移动商务与社会化商务, 国际传播

#### 智利天主教大学

2018.8-2018.12

国家留学基金委优秀本科生交流项目

智利圣地亚哥

#### 杭州外国语学校

2010.9-2016.6

### 实习工作经历

#### 新浪总部

中国北京

新媒体研究院特约研究员 (兼职)

2020.7-至今

- 为新浪新闻新媒体研究部撰文, 重点关注国外新媒体领域, 内容覆盖但不限于: 人工智能、媒体融合、移动媒体、社交/直播/短视频平台、物联网、传播理念、内容可视化、数据新闻与互联网用户行为; 独立完成选题策划、采写、编译工作。

#### 19楼网络股份有限公司

中国浙江, 杭州

内容运营 (实习)

2020.5-2020.6

- 负责旅游社区运营, 撰写相关原创内容, 完成PC端和App端采编及维护。
- 开发“谋杀无聊”专题探店栏目, 独立完成8期活动策划并与多家商家达成合作。完成后期文案撰写、搭建用户社群; 为平台获得累计流量15w+。

#### 上海思库网络科技有限公司

中国浙江, 杭州

编辑 (兼职)

2019.11-至今

- 为独角鲸工作室、冰川思想库、国际人物故事和态度财经见闻平台编译、撰文; 在今日头条等平台发表稿件超过100篇。

#### 杭州日报集团都市快报

中国浙江, 杭州

编辑、记者 (实习)

2018.7-2018.8

- 负责都市快报“外宣厨房”栏目的运营, 采访拉美国际刑警组织; 独立完成选题、采写、编译工作, 撰文 18 篇。

### 领导力经历

#### 第十四届“中国-新加坡优秀大学生交流项目”

新加坡

学生队长

2017.7-2017.8

- 赴中国驻新加坡大使馆、教育部、新加坡国立大学和南洋理工大学等高等学府进行学习交流。

#### 南京大学校学生会/南京大学校青年志愿者协会

中国江苏, 南京

干事 / 主席助理

2016.9-2017.7

- 参与组织南京大学115年校庆活动、青年南大人说活动, 完成活动策划、组织、后期报道。
- 组织 2017年南京仙林半程马拉松志愿者招募, 负责与活动主办方协调、对接。

### 技能/证书

**语言水平** 英语 (无障碍商务沟通), IELTS-8, CET6-598; 西班牙语 (商务会话) 专四良好。

**技能特长** 熟练使用MSOffice软件、H5制作、视频剪辑; 掌握Photoshop, Premiere, Python; 持有驾照。

## Jing CHU (Ms)

☎ (+86) 159 5202 2616 ✉ [hzchujing512@hotmail.com](mailto:hzchujing512@hotmail.com)

🏠 Hangzhou, Zhejiang, P.R. China    Objective: Marketing

### EDUCATION EXPERIENCE

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**University College London** London, U.K.

➤ **Major: Digital Media: Education** Degree: Master of Arts 09/2020 - 09/2021

**Related Courses:** Digital Media Theory, Internet Cultures: Theory and Practice

**Nanjing University (NJU)** Nanjing, China

➤ **Major: Spanish** Degree: Bachelor of Arts 09/2016 - 06/2020

➤ **GPA:** 4.30/5.00; 87.63% on average

**Related Courses:** Data Journalism, Mobile Commerce and Social Commerce, Social Research Methods, International Communication

**Pontifical Catholic University of Chile** Santiago, Chile

(China Scholarship Council's Exchange Programme) 08/2018 - 12/2018

**Hangzhou Foreign Languages School** Hangzhou, China

➤ **Junior and High Schools** 09/2010 - 06/2016

### INTERNSHIP EXPERIENCE

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**Sina Com Technology (China) Co., Ltd.** Beijing, China

*Intern Researcher* 07/2020 - now

➤ Being responsible for the Sina New Media Research Department, focusing on foreign new media fields, covering but not limited to: artificial intelligence, media integration, mobile media, social networking/short video platform, communication concept, content visualization, data journalism and Internet user behavior.

**19Lou Internet Co., Ltd.** Hangzhou, China

*Intern Digital/Social Media Specialist* 05/2020 - 06/2020

➤ Being responsible for the operation of the tourism community of 19Lou, writing related original content, in charge of the editing and maintenance of the customer.

➤ Initiated the "Get Rid of Boredom" column which aims at exploring and recommending fun places, ran scenarios for 8 activities independently and reached cooperation with several places. Also in charge of composition and promotion, developing user community; obtained 15w+ traffic for the platform.

**Shanghai Sixiang Internet Co., Ltd.** Hangzhou, China

*Intern Editor* 11/2019 - now

➤ Being responsible for the daily maintenance of the public account of Shanghai Sixiang Internet Co.,Ltd.;

➤ Having composed and published more than 100 reviews for the public account.

**The City Express Group** Hangzhou, China

*Intern Editor/Journalist* 07/2018 - 08/2018

➤ Being responsible for the daily maintenance of the public account of The City Express Group; familiarizing with the operations of a newspaper;

➤ Having composed and published 18 press releases for the newspaper.

## **VOLUNTEERING ACTIVITIES**

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| <b>2016 G20 Summit</b>   | Hangzhou, China   |
| <i>Volunteer &amp; Interpreter</i>   | 08/2016 - 09/2016 |
| <ul style="list-style-type: none"><li>➤ Having offered Spanish and English interpretation services to more than 100 news media from around 20 countries;</li><li>➤ Helping with editing of news reports in both Spanish and English.</li></ul> |                   |

## **EXTRACURRICULAR ACTIVITIES**

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| <b>2019 Beijing International Model United Nations</b> | Beijing, China |
| <i>Delegate of Italy</i>                               | 05/2019        |

- Having participated in the International Migrations Organization of 2019 BIMUN on behalf of the Nanjing University.

|  |                      |
|--|----------------------|
| <b>14th Sino-Singapore University Exchange Program</b> | Singapore, Singapore |
| <i>Student Leader</i>                                  | 07/2017 - 08/2017    |

- Having participated in the program, including visits to the Chinese Embassy in Singapore, the Singaporean Ministry of Education, the National University of Singapore, the Nanyang Technological University, etc.

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|--|-----------------|
| <b>Students' Union &amp; Young Volunteers Association, NJU</b> | Nanjing, China  |
| <i>Secretary, Dept. of Public Service Administration</i>       | 09/2016-07/2017 |

- Having co-organized the 115th anniversary of the NJU and the 'Ethnic Festival';
- Having participated in the organization of various activities and composition of reports;
- Being in charge of the recruitment and management of volunteers for the Xianlin Half-Marathon in 2017.

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|---|-----------------|
| <b>Association of Volunteer Teachers, Hangzhou Foreign Languages School</b> | Qianshan, China |
| <i>Volunteer Teacher</i>  | 04/2016         |

- Having conducted the two-week volunteer teaching in Qianshan, Anhui, together with teachers and classmates.

## **HONOURS & AWARDS**

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|---|---------|
| ➤ People's Scholarship                          | 11/2018 |
| ➤ Excellent Student Manager (College-Level)     | 11/2018 |
| ➤ People's Scholarship                          | 11/2017 |
| ➤ Top 10 Volunteer of NJU                       | 09/2017 |
| ➤ Excellent Volunteer for Xianlin Half-Marathon | 09/2017 |

## **ADDITIONALS**

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**Language Skills:** English (Fluent, IELTS 8.0); Spanish (Fluent, Examen Nacional para Estudiantes de Licenciatura de Filología Española Nivel 4º); Chinese (Native).

**Computer Expertise:** Microsoft Office Suite, Adobe Photoshop, Premiere, Python.

**Interests:** photography, writing stories, marathon, yoga, swimming, flute.