

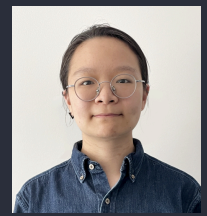
Yiyi Feng

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Education

University of Toronto (Bachelor's Degree)

Major: Statistics & Genetic Biology

2021.09–2025.05

Core Coursework: Data Analysis Methods, Probability Statistics, Linear Algebra, Multivariable Calculus, Bioinformatics, Genetics and Genomics, Evolutionary Biology, Species Diversity and Adaptation

Elective Coursework: Introduction to Programming, History and Prospects of Globalization, Anthropology, Chinese Landscape Art Appreciation, Linguistics

Experience

Game Content Operations Intern

NBA Infinite Team (Lightspeed Studio, Tencent)

2024.06–2024.08

- Mainly responsible for content operations across all channels (focusing on the official WeChat account) during the game pre-registration phase, aiming to boost player conversion rates. Led multi-platform copywriting and managed a copy database, producing 200+ promotional texts including WeChat articles, notification dots, poster slogans, and campaign copy. Established a centralized resource library to enhance team efficiency.
- Oversaw the development of visual materials, creating drafts for article headers, H5 prototypes, and mini program wireframes. Coordinated with outsourced designers to complete over 20 header images, 3 H5 campaigns, and 1 mini program interface. Built an archiving system to optimize material retrieval through tagging and version control.
- Executed 600+ content placements within the WeChat ecosystem and delivered 3 data review reports with actionable optimization suggestions. Gained a full understanding of the game promotion workflow, from copywriting to distribution, and developed solid cross-team communication skills. Outputs and standardized processes were recognized and adopted by the team for future campaigns.

Social Media Operator

Multi-platform Content Creation

2024.02– Present

- Acting as both content creator and operator, independently produced fanart videos, illustrations, and original character content, blending secondary creations with the development of personal IP and world-building. Responsible for daily account management, comment engagement, and trend analysis to guide content direction, maintaining a consistent upload schedule of at least one video per week.
- Adapted content formats to suit platform-specific user preferences to increase visibility and engagement. On Bilibili, published 8 videos with a total of 30,000+ views, 3,800+ likes, and over 120 new followers, achieving a like-to-view ratio of 13%+. On Xiaohongshu, posted 20+ notes, gaining 550+ likes and 40+ followers. On LOFTER, shared 20+ image-text posts, with a top post receiving over 980 likes and 30+ new followers.

Café/Bar Waitstaff (Part-time)

E-Blue Cyber Café

2023.01–2023.05

- Worked as a server in a cyber café in downtown Toronto, responsible for preparing and serving food and beverages, delivering dishes, cleaning, and handling customer inquiries to ensure a quality gaming experience. Most customers were international; therefore, nearly all tasks required basic communication in English. Adjusted food and beverage preparation flexibly according to customer preferences to meet diverse needs.
- Gained hands-on experience in café and bar operations, service workflows, and basic food preparation. Developed a solid understanding of front-line operations and improved interpersonal communication skills. Successfully fulfilled personalized requests for over 10 customers (e.g., custom drinks, order modifications), resolved over 5+ issues (order errors, equipment usage inquiries), and engaged in customer interactions that led to a 20%+ increase in sales. Learned to manage time efficiently between work and studies, gaining valuable real-world experience.



Skills

Technical Skills:

- I am proficient in using Photoshop and Procreate for illustration and post-processing, with the ability to refine and enhance animation frames. I have a foundational understanding of AE and Blender, allowing me to create basic motion graphics and 3D models. In addition to creative tools, I am skilled in Microsoft Office and have basic programming abilities in R and Python. I can use RStudio for data collection and analysis, and have completed related projects available on my GitHub page (<https://github.com/kqlkqlq>) and personal website (<https://kqlkqlqf.github.io/kqlkqlqF-s-Website/>).

Learning Ability:

- I began self-learning digital illustration in 2020 and have continued developing my skills since then. In 2024, I started learning AE and Blender and am now capable of producing short animations and simple 3D assets. I scored 104 on the TOEFL in 2020 and have three years of undergraduate study experience abroad, enabling me to communicate fluently in English and write clearly in academic and professional contexts.



Self-evaluation

Highly self-motivated, challenge-driven, and effective in both independent learning and team communication. Emotionally stable with strong time management and stress resilience. A seasoned player of narrative-driven single-player and ACG (Anime, Comics, Games) content, with a solid understanding of niche fandom markets and community trends. Possesses practical content creation and platform operation skills, along with strong digital sensitivity. Capable of setting long-term goals and executing them with consistency.