

# LIN QIANXI

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## EDUCATION

Sep 2023 - Nov 2024	
Hong Kong Baptist University	AI & Digital Media (Master)
Grades: GPA 3.87/4.00 (Top 2)	
Major Courses: Big Data Management and Analysis (SQL), Digital Media Data Mining (R, Python), Digital Media Marketing	
Sep 2018 - Jun 2022	
Guangdong University of Foreign Studies	Internet & New Media (Bachelor)
Achievements: GPA 3.85/4.00 (TOP2) Three consecutive years of school-level scholarships, won the third prize of China University Computer Design Competition, "Challenge Cup" third prize.	
Major Courses: New Media Operation and Management (90), New Media Product Creativity and Practice (91), New Media Data Analysis and Application (95), Data and Information Visualization (92)	

## Internship experience

Oct 2022 - Aug 2023	
International Digital Economy Academy	Product Operation
<ul style="list-style-type: none"><li><b>Building New Media Matrix:</b> Independently built the new media matrix for the product "Moonbit," overseeing social media account operations on platforms such as B-station, WeChat public accounts, Zhihu, and Youtube. Tailored product content to suit the characteristics of different social media platforms and user preferences. Successfully launched the product course in the computer language niche track across the entire platform, <b>accumulating over 4k fans within 2 months.</b></li><li><b>Community Operation:</b> Established and <b>managed 7 WeChat communities with 1500+ users</b> through social media accounts. Developed community operation plans aligned with product development progress. Regularly published product news to drive community fan engagement. Monitored community activity in real-time and performed regular reviews to analyze user retention and assess operational effectiveness.</li><li><b>Content Output:</b> Independently conducted live broadcasts for product open classes and handled video editing. <b>Produced a total of 20 videos</b>, which were published on B-station, Zhihu, and Youtube platforms. Cumulatively, <b>the videos garnered over 10w+ views.</b></li><li><b>External Promotion:</b> Executed <b>budget-free</b> strategies to collaborate with external media channels and enhance product awareness. Achieved a maximum exposure of <b>5000+ views for a single article.</b></li></ul>	
Apr 2022 - Aug 2022	
Guangzhou Spirit Dance Advertising & Media Co.	Content Operation
<ul style="list-style-type: none"><li><b>Account Transformation:</b> Strategized the transformation of the copywriting public account "Gentle Sweet Sentence" into a women's finance-focused platform. Led the overall content direction of the account, curating selected topics encompassing women's finance, emotional discussions, beauty sharing, and more. During the transition period, effectively engaged the fan base, with an average of <b>over 20+ messages per article.</b> Several articles were featured in WeChat's traffic pool, resulting in increased exposure and recommendations.</li><li><b>Content Output:</b> Took charge of article production for the financial public accounts "Xiaoxiang Jingliu" and "Thought Wave," boasting a combined <b>follower count of 40w+.</b> Achieved an average readership of <b>3k+ for each article.</b></li></ul>	
Jan 2021 - Apr 2021	
Southern Weekend Center for Urban Studies (Regional)	Content Operation
<ul style="list-style-type: none"><li><b>Competitive Analysis:</b> Assisted in developing content positioning and graphic style for the public account "The Only City." Conducted analysis on content positioning and design styles of over 10 benchmark accounts in the urban research and data news categories. Produced a comprehensive competitive analysis report.</li><li><b>Visualization Design:</b> Utilized AI, Dysprosium data, and other software to create data visualizations for articles. Contributed to the logo design for article illustrations. Independently created the cartoon work "Going Home" and published it on the Southern Weekend public account, <b>accumulating over 10,000 readers.</b></li><li><b>In-depth Report Writing:</b> Led data collection and analysis for the 2020 City Image Communication Annual Observation Report. Produced multiple in-depth reports, including the Trillion Yuan GDP City Series, which achieved a <b>readership 30% higher than the same period during the internship.</b></li></ul>	

# Campus & Program Experience

Jun 2022 - Present

Littleredbook @cc不再gap啦

Learning bloggers

- **0-1 start number:** combined with my own experience to gapyear as the tone of the account content, the first blog post to achieve turn **powder 100 + like collection 500 +**, the current account content to study abroad life, store sharing, start number 3 months to realize cash, the current **cumulative fans 1k +, like collection 8k +**

Apr 2021 - Jun 2021

"The Muppet Cat at the Movies" on WeChat.

Director

- **0-1 start number:** the development of account positioning and content tone, independent output of 10 film and television commentary and movie mashup video, 0-1 start number within 2 months the average number of likes **for each video breaks 100**, a total of harvested playback **exceeded 50,000 +**, the whole platform to accumulate **fans of 300 +**.

Jun 2019 - Sep 2020

GDUFS,Youth League Commit

Director of Media Department

**Editorial planning:** responsible for the content planning of the public number "Guangwai Xinzhuan Xiaojunxue", **accumulatively released about 300 tweets**, with the highest readership of 1w9+, and the number of fans of the public **number increased by 1,000+ year-on-year**, and it was ranked the second in the influence ranking of the public number of the campus public number of **the whole university (2/20)**.

## Skills

- **Language skills:** English (IELTS 7, Reading 8), Japanese (N2)
- **Data skills:** Python (crawler & data visualization & Pandas database management), SQL (database management & data analysis), Excel
- **Design editing:** Proficiency in DaVinci, PR, Cutting Image, PS and Xumi, etc.

## Self-evaluation

- Good at content operation, capturing new media hotspots; understand the operation logic of platforms such as Xiaohongshu, B-station, video number, Jitter tone, etc., independently responsible for building new media matrix, with 0-1 starting number ability
- Have the ability of data analysis, good at summarizing and reviewing based on data, using Python, SQL, etc. for data acquisition, analysis and chart visualization.