

LIN QIANXI(Kasey)

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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
New Media Matrix Development:	
<ul style="list-style-type: none">Pioneered a new media matrix for the "Moonbit" product, managing and growing its presence across Bilibili, WeChat, Zhihu, and YouTube.Customized content to align with the distinct audience demographics and user preferences of each platform.Successfully launched a specialized computer language course, attracting over 4,000 followers in just two months.	
Community Engagement:	
<ul style="list-style-type: none">Founded and nurtured seven WeChat groups, collectively growing to over 1,500 active members.Crafted and executed community engagement strategies in tandem with product development milestones.Consistently delivered engaging product updates to stimulate community interaction, while also tracking and analyzing user engagement to refine operational strategies.	
Content Creation and Management:	
<ul style="list-style-type: none">Led live streaming sessions for open classes and managed end-to-end video production.Created and disseminated 20 videos across Bilibili, Zhihu, and YouTube, achieving over 100,000 views in total.	
Strategic External Promotion:	
<ul style="list-style-type: none">Implemented cost-effective promotional tactics to forge partnerships with external media outlets, amplifying product visibility. Secured a peak viewership of over 5,000 for a feature article, bolstering product recognition.	

Apr 2022 - Aug 2022	
Guangzhou Spirit Dance Advertising & Media Co.	Content Operation
<ul style="list-style-type: none">Brand Repositioning: Directed the strategic rebranding of the "Gentle Sweet Sentence" copywriting account into a niche platform dedicated to women's finance. Oversaw the content revamp, diversifying into topics such as financial literacy for women, emotional well-being, and beauty tips.Engagement & Growth: Maintained active engagement during the transition, averaging over 20 interactions per article. Successfully amplified visibility as multiple pieces were spotlighted in WeChat's traffic pool, leading to enhanced recommendations and reach.Content Development & Management: Spearheaded content creation for the popular financial public accounts "Xiaoxiang Jingliu" and "Thought Wave," which command an audience of over 400,000 followers. Consistently delivered content that attracted an average readership of 3,000+ per article, cementing the accounts' status in the financial information space.	

Jan 2021 - Apr 2021	
Southern Weekend Center for Urban Studies (Regional)	Content Operation
<ul style="list-style-type: none">Competitive Analysis: 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.Visualization Design: 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, **accumulating over 10,000 readers**.
- In-depth Report Writing:** 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 **readership 30% higher than the same period during the internship**.

Campus & Program Experience

Jun 2022 - Present

Little red book @cc不再gap啦

Learning & Daily 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 9k +**

Apr 2021 - Jun 2021

Wechat Channel "The Muppet Cat at the Movies"

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), Mandarin, Cantonese
- Data skills:** Python (Crawler & Data visualization & Pandas database management), SQL (Database management & Data analysis), Excel
- Design editing:** Proficiency in DaVinci, PR, CapCut, PS and Xumi, etc.

Self-evaluation

- Good at content operation, capturing new media hotspots; understand the operation logic of platforms such as Xiaohongshu, Bilibili, Wechat Channel, Tiktok, 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.