

Resume

Basic Information

Name: Feng Juan	DOB: 22/08/1983
Gender: Female	Nationality: Chinese
Mobile: + 0086 18627848399	E-mail: feng-juan@outlook.com
Address: Rong qiao hua fu 5-2-1502, Wuhan City, Hubei Province, China	

Education Experience

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| ✧ Sep 2005– Jun 2007 | Huazhong University of Science and Technology | |
| | Major: Communication | GPA: 81.81/100 |
| | Degree: Master of Arts | |
| ✧ Sep 2001– Jun 2005 | Jiangnan University | |
| | Major: Tourism Management | GPA: 83.88/100 |
| | Degree: Bachelor of Management | |
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Job Experience

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| ✧ 05/2016 - Now |
| Position: Dean of the Communication Department |
| College Name: Wuhan Huaxia University of Technology |
| ✧ 03/2008 - 09/2016 |
| Position: Lecturer |
| College Name: Wuhan Huaxia University of Technology |
| ✧ 03/2012 - 09/2014 |
| Position: Creative Group Head |
| Institute Name: 1957 Design Center (Wuhan Huaxia University of Technology) |
| ✧ 11/2006 - 02/2008 |
| Position: Editor-in-chief |
| Company Name: E-house(China) Holding co., LTD |
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Grants

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| ✧ Digital reconstruction: Study of the propagation mode of Chinese family culture based on cellphone. |
| Funded by: Hubei Provincial Department of Education from (2015 to 2017) |
| ✧ Family communication and identity construction in the change of media. funded by Wuhan Huaxia University of Technology from (2016 to 2017) |
| ✧ Study on advertising practical teaching model based on crowd-sourcing platform. Funded by: Wuhan Huaxia University of Technology from (2015 to 2017) |
| ✧ Quality course construction in 'Advertising Strategy'. Funded by: Wuhan Huaxia University of Technology from (2011 to 2014) |
| ✧ Key course construction in 'Online Advertising'. Funded by: Wuhan Huaxia University of Technology from (2011 to 2013) |
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Publications

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| ✧ Feng Juan (Associate Editor). (2015), Chapter 3, 8, 11 In: <i>Contemporary Advertising</i> , Yu Qing Hua, Qi Hua, Beijing, China |
| ✧ Feng Juan.(2014). Communication strategy based on the structure of online social relations:Starting from the 'Wechat luck money' In: Dong Nan Communication Journal, 4, 80-81 |
| ✧ Feng Juan.(2012). Game theory in the Internet ecosystem :The real-name system of microblog and passwords crisis In: Dong Nan Communication Journal, 3, 20-21 |
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Honors and Awards

- ✧ 2016 ***Second Prize***, The Multimedia Courseware Competition of the university
- ✧ 2015 ***Man of The Top Ten*** of the university
- ✧ 2015 ***Excellent Teacher*** of the university
- ✧ 2015 ***Instructor Award***, One Show China Youth Creative Competition. (2 Gold Awards, 1 Silver Award, 1 Bronze Award)
- ✧ 2014 ***Excellent Teacher*** of the university
- ✧ 2014 ***Second Prize***, The Multimedia Courseware Competition of the university
- ✧ 2012 ***Instructor Award***, One Show China Youth Creative Competition. (1 Gold Award)
- ✧ 2011 ***Instructor Award***, One Show China Youth Creative Competition. (1 Gold Award)

Research Interest

Social marketing, Advertising, Communication and Media Studies