

Yang Ming

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EDUCATION BACKGROUND

Wuhan University (985&211)

09/2021-06/2025

Wuhan, China

- Department: School of Journalism and Communication
- Degree: Bachelor of Arts in Radio and Television Science
- Honours: Third Class Scholarship for Outstanding Students (2022, 2023)

University College London (UCL)

09/2025-01/2027

London, United Kingdom

- Department: Culture, Communication and Media
- Programme: MA Digital Media: Critical Studies

INTERNSHIP EXPERIENCE

Dayu Digital Culture Technology Group

05/2025-09/2025

Position: Account Executive Intern

Suzhou, China

- ☛ Served as a key client support within the MCN Business Division's Channel Operations team, managing the end-to-end process for brand partnership campaigns.
- ☛ Orchestrated influencer selection and optimization by analyzing partner portfolios and aligning creator strengths with client marketing objectives.

Burson-Marsteller

07/2024-10/2024

Position: TMT & Auto PR Intern

Beijing, China

- Assisted in establishing and maintaining good relationships with target media; followed up on media enquiries and assisted in arranging interview activities;
- Wrote press releases, media invitations and other public relations materials; participated in the planning and executing of creative of public relations activities;
- Collected industry trend information and provided customers with market insight reports; monitored public opinion and provided timely feedback to the team on potential crises.

China Media Group YuYuan TanTian Studio

01/2024-05/2024

Position: Video Journalist Intern

Beijing, China

- Planned and explored short video themes with user needs and commercial potential, participated in the creative execution of original programs, maintained and managed video library and creative library;
- Assisted the director in writing and executing the script, followed up the shooting process, and participated in the whole process from news material collection to video packaging;
- Fully responsible for producing short video content for the "YuYuan TanTian" account on social platforms such as TikTok, Weibo and WeChat.

Meituan

08/2022-09/2022

Position: Social Media Marketing Intern

Wuhan, China

- Tracked platform competitive product information, analyzed network traffic data, and continuously optimized operational strategies;
- Participated in the operation practice of new media platforms such as Weibo and XiaoHongshu, and managed daily online operation activities;

PROJECT EXPERIENCE

Documentary Film: Stray Hearts: A Call for Compassion

11/2023-01/2024

(Integrated practice project of Audio-visual Communication Creation course)

Position: Executive Director & Post-production

- Responsible for the topic planning of the documentary and the writing of the video shooting plan to ensure that the content is centred on the theme of stray animal protection;
- Participated in on-site interviews and filming, and directly interacted with stray animals and their carers to collect first-hand information and touching stories;
- Responsible for video editing and packaging, enhancing the narrative structure and emotional expression of the documentary through careful editing and visual design.

Propaganda Film: M.E.D.I.A

07/2023-11/2023

(The 40th anniversary video of the School of Journalism and Communication, Wuhan University)

Position: Executive Director & Post-production

- Responsible for topic selection, content planning and writing video shooting plan;
- Participated in on-site interviews and shooting to ensure that the shooting content conforms to the planning plan and conveys the core spirit of the project;
- The work was selected into the list of outstanding works of 2023-2024 by the Chinese Collegial Association for Visual Art.

CAMPUS EXPERIENCE

Community Service Centre, Wuhan University Students' Union

09/2023-10/2024

Position: Director

Wuhan, China

- 🔧 Leadership & Organization: Led a team of 5 committee members to support over 10 student clubs, successfully organizing 3 major university-wide events per semester.
- Budget Management: Responsible for a budget of approximately £1,000, allocating funds to clubs and tracking expenses to ensure financial objectives were met.

Wanlin Museum

09/2022-06/2023

Position: Museum Docent

Wuhan, China

- 🔧 Communication & Public Speaking: Researched, developed, and delivered captivating educational tours to up to 30 visitors per session, tailoring explanations for different age groups.
- Customer Service: Acted as the first point of contact, warmly greeting visitors and answering a wide range of questions about exhibits and general information.

SKILLS & INTERESTS

- 🔧 Excellent communication, teamwork, and customer service abilities.
- 🔧 Languages: Native Chinese, Fluent English
- 🔧 Software: Proficient in Office Suite; skilled in Adobe (Photoshop, PR, AE) and CapCut. Basic Python.
- Interests: Photography, Movies, Travel.

SUMMARY

A creative and hands-on media enthusiast with real experience in video production, PR campaigns, and digital content. I enjoy taking projects from idea to reality—whether directing a documentary, planning short videos, or supporting PR activities. I'm a collaborative and adaptable teammate, always curious about digital trends and eager to contribute in a practical, supportive role.