

# ZIMULAN BAI

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## EDUCATION

<b>HONGKONG BAPTIST UNIVERSITY</b> Master of International Journalism Studies	2025.09 - 2026.10
<b>CHANGCHUN NORMAL UNIVERSITY</b> Bachelor of Arts-Broadcasting & TV Editing & Directing GPA: 4.1/5.0 Core Modules: Outline of Communication (87), Outline of Journalism (96), News Writing (97), Audio-visual Language (93), New Media Marketing (89), Television Filming Practice (96), Documentary Filmmaking (91)	2021.09 - 2025.06

## PROFESSIONAL EXPERIENCE

<b>Southeast Media (Hong Kong)</b> Overseas Operation Intern, Brand & PR	2025.11 - Present
<ul style="list-style-type: none"><li>Managed the overseas social media matrix (X, Facebook, YouTube), independently producing and publishing daily short-form video news to enhance content reach and user engagement.</li><li>Pioneered coverage of the Legislative Council General Election by shooting and editing multiple candidate street-stand videos, delivering frontline election dynamics.</li><li>Acted as the key liaison on election day, coordinating with on-site reporters at the Convention &amp; Exhibition Centre to rapidly process raw footage and distribute time-sensitive news videos across all platforms.</li></ul>	
<b>Havas Worldwide</b> Account Executive Intern, Account Department	2024.08 - 2024.12
<ul style="list-style-type: none"><li><b>Market Intelligence:</b> Benchmarked 15+ global alcohol brands across spirits/beer categories, producing 6 monthly reports that guided product positioning strategies through APAC market trend analysis.</li><li><b>Campaign Development:</b> Led end-to-end production of Guizhou Zhenjiu's 50th anniversary campaign, including TVC filming and limited-edition packaging design. Accelerated Tsingtao's "IN Music Space" launch by developing system architecture blueprints and MVP feature lists.</li><li><b>Digital Insights:</b> Analysed 50+ cross-platform campaigns (Douyin/Instagram) to identify cultural consumption patterns in nightlife scenarios, informing geo-targeted marketing strategies.</li></ul>	
<b>Sichuan Guancha Digital Media Co., Ltd.</b> New Media Operations Intern, Brand Operation Department	2024.01 - 2024.03
<ul style="list-style-type: none"><li><b>Led the management</b> of Douyin and Weibo accounts, publishing 52 posts and driving a fan base increase of 10,000+.</li><li><b>Spearheaded</b> Xiaohongshu account operations, doubling the follower count in three months; the top post garnered over 40,000 likes.</li><li><b>Supported</b> the planning, artist coordination, and new media promotion for the 2024 Sichuan and Chongqing Spring Festival Gala: successfully developed a publicity plan that was implemented.</li></ul>	

## EXTRACURRICULAR ACTIVITIES

<b>2023 L'Oréal BRANDSTORM</b> Market Insight and Product Promotion	2023.11 - 2024.03
<ul style="list-style-type: none"><li><b>Conducted</b> research based on 700+ consumer questionnaires; analyzed data and presented insights through visual reports.</li><li><b>Created</b> a "My Hair Report" using AI image recognition to cater for current beauty consumer trends.</li><li><b>Applied</b> the 4Ps marketing framework, focusing on e-commerce channels and KOL placement strategies for targeted market analysis.</li></ul>	

## HONORS & PRIZES

Second Class Prize of Directing & Editing	Aesthetic Education Exhibition	2024.06
Principal's Scholarship (Ranking top 1 of major)		2023.10
First Class Scholarship		2022.10

## SKILLS & LANGUAGES

- Languages:** Mandarin (Native), Cantonese (Fluent), English (IELTS 7.0)
- Software:** Adobe Premiere Pro, Photoshop, Audition, Final Cut Pro, CapCut, Canvas