

ZIMULAN BAI

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EDUCATION

HONGKONG BAPTIST UNIVERSITY Master of International Journalism Studies	2025.09 - 2026.10
CHANGCHUN NORMAL UNIVERSITY 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

Southeast Media (Hong Kong) Overseas Operation Intern, Brand & PR	2025.11 - Present
<ul style="list-style-type: none">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.Pioneered coverage of the Legislative Council General Election by shooting and editing multiple candidate street-stand videos, delivering frontline election dynamics.Acted as the key liaison on election day, coordinating with on-site reporters at the Convention & Exhibition Centre to rapidly process raw footage and distribute time-sensitive news videos across all platforms.	2024.08 - 2024.12

Havas Worldwide Account Executive Intern, Account Department	2024.01 - 2024.03
<ul style="list-style-type: none">Market Intelligence: Benchmarked 15+ global alcohol brands across spirits/beer categories, producing 6 monthly reports that guided product positioning strategies through APAC market trend analysis.Campaign Development: 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.Digital Insights: Analysed 50+ cross-platform campaigns (Douyin/Instagram) to identify cultural consumption patterns in nightlife scenarios, informing geo-targeted marketing strategies.	2024.08 - 2024.12

EXTRACURRICULAR ACTIVITIES

2023 L'Oréal BRANDSTORM Market Insight and Product Promotion	2023.11 - 2024.03
<ul style="list-style-type: none">Conducted research based on 700+ consumer questionnaires; analyzed data and presented insights through visual reports.Created a "My Hair Report" using AI image recognition to cater for current beauty consumer trends.Applied the 4Ps marketing framework, focusing on e-commerce channels and KOL placement strategies for targeted market analysis.	2024.06

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