**Qianqian Shen**

Phone: +86 13317188323 | Email: m13317188323@163.com

Education Background

**Hubei University of Economics, School of Journalism and Communication** Wuhan, China

*Bachelor of Arts Degree 09/2020 – 06/2024 (Expected)*

* Major: Internet and New Media
* GPA: 90.6/100

Publication

Shen, Q. Q., 2023, Internet Aphasia and the Reconstruction of Discourse Expression Order Among the Young People from the Perspective of Meme Theory. *Advertising Panorama.* ISSN 1672-9005.

Professional Experiences

**Wuhan Junmu Cultural Communication Co., LTD** Wuhan, China

*New Media Intern 06/2023 – 08/2023*

* Carried out promotion work for large-scale dance dramas, devised and executed integrated marketing communication schemes by using social media public accounts and WeChat video channel accounts, leading to a sales revenue of over RMB 10,000 for each
* Applied PR and PS to produce promotional materials, wrote articles to be released on social media accounts, and took photos for important events, like Hubei TV Station Children’s Spring Festival Gala Launch Ceremony
* As an assistant to director, helped the director to shoot a program titled Tongsheng Langlang offered by Hubei TV Station, such as, coordinating the people concerned to handle the issues of makeup, costumes and props, managing figurants, etc.

**Wuhan Shidianban Cultural Communication Co., LTD** Wuhan, China

*Intern, Localized Life Services Group 07/2022 – 09/2022*

* Collected 1000+ excellent KOL cases using Jupyter, established a gourmet recommendation corpus of 3000 + words, planned and produced 500+ high-quality videos
* Conducted matrix operations of short video accounts, with 10+ accounts having over 10,000 fans and many short videos attracting over 100,000 page views
* Tracked and analyzed backstage operations data using Excel and SPSS, and performed video optimization from the angles of tags, content, theme, quality, release time and more

**Wuhan Tunaimi Culture and Art Co., LTD** Wuhan, China

*Intern, Camera Crew 03/2022 – 06/2022*

* Gathered and edited materials, completed over 10,000-word manuscripts, and created 8 text and storyboard scripts for character documentaries
* Adept in using professional equipment like DJL, LUMIX, and stabilizer, lens language and lighting skills to produce high-quality videos and films
* Applied editing software like pr to refine, edit cinematic style or record sound effect packages for over 20 videos
* Made personal promotion videos for 4 students at Hubei University of Economics that helped them gain awards in university- or municipal-level competitions

**We-media Account Operations**  Wuhan, China

*Founder & Author 01/2020 – Present*

* Fashion & Dressing Account on Little Red Book ([Doumeiyoulitian](https://www.xiaohongshu.com/user/profile/5c5305ac000000001b015963?xhsshare=CopyLink&appuid=55759f28b7ba227e7a412c2b&apptime=1690202859)): Shared dressing techniques for slightly fat female college students, and attracted over 74,000 subscribers and 307,000 likes
* Short Video Sharing Account on Douyin ([Minghong](https://v.douyin.com/itg6GYC/)): Shared short films and videos with a fantastic atmosphere and drew over 11,000 followers and over 512,000 likes
* Photography Sharing Account on Little Red Book ([s99shikuailebendan](https://www.xiaohongshu.com/user/profile/5ff51dc30000000001006e32?xhsshare=CopyLink&appuid=55759f28b7ba227e7a412c2b&apptime=1690203190)): Promoted photography services, attracted more than 50 customers with earnings of over 10,000

Honors & Awards

* National Scholarship
* Canglong Scholarship for Academic Excellence (3 times)
* National Third Prize, 2023 the 15th National Advertising Art Design Competition for College Students
* National Third Prize, 2023 National College Students’ Computer Design Competition, the Finals in Xiamen, Digital Media and Animation Group
* First Prize, 2023 National College Students’ Computer Design Competition, Central South Region
* Second Prize, 2022 National College Students’ Computer Design Competition, Central South Region
* Award of Excellence, Academy Award of China College Students’ Advertising Art Festival (3 times)
* Third Prize, Innovation and Practical Skills Competition of Hubei Province
* Silver Medal, “Internet+” Innovation and Entrepreneurship Competition
* Third Prize, “the Charm of Autumn” Photography Contest
* Third Prize, “Canglong Cup” Writing & Reciting Contest
* Award of Outstanding League Leader
* Award of Merit Student
* Award of Pacemaker to Merit Student
* Award of Outstanding Student

Project Experiences

**Intelligent Dynamic Management System for Public Toilets in Large Scenic Spots** Wuhan, China

*Core Member 06/2023*

* Co-developed an “internet + toilets” intelligent system and completed a business plan consisted of product introduction, market analysis, product innovation, business mode and future prospect
* Responsible for strategic planning and business expansion, including using PEST and SWOT to perform market analysis, forming promotion strategies (e.g., popular socializing platforms, posters, magazines, and product placement) for different customer groups

**Internet Aphasia and the Reconstruction of Discourse Expression Order Among the Young People from the Perspective of Meme Theory** Wuhan, China

*Core Member 06/2023*

* Carried out a critical review of literature to summarize the definitions and causes for internet aphasia and the existing research outcomes in this field
* Innovatively adopted the meme theory to investigate the internet aphasia and the reconstruction of discourse expression order
* Won the approval of a Provincial Outstanding Project (only 1 of the School of Journalism and Communication) under the College Students’ Innovation and Entrepreneurship Program

Extracurricular experiences

**Creative Planet**  Wuhan, China

*Campus Ambassador for Lianhua Qingwen 04/2023 – 06/2023*

* Promoted the producer of Lianhua Qingwen, a kind of traditional Chinese medicine, in order to attract students to participate in the firm’s business activities, collected user demands, and proposed suggestions for the firm
* Tracked the matrix operation data on WeChat and Weibo official accounts, and adjusted content operation strategies to better promote Lianhua Qingwen
* Captured the customer profile and gained consumer insight so as to devise effective media communication schemes
* Initiated the topic What Amazing Imagination Can College Students Have? on Weibo, which drew 150 million page views and 49 thousand comments

**Promotion Division of Youth League Committee** Wuhan, China

*Director of Photography, Visual Communication Department 09/2020 – 06/2022*

* Took charge of member recruitment, duty system construction, organization of regular meetings and summary of work results
* Led my team to finish 20 articles and posters to be released on our university official media accounts, conducted opinion monitoring, and nicely handled emergent cases

Additional Information

**Professional Skills:** Dreamweaver, Python, SPSS, Photography,Photoshop, Premiere Pro, DaVinci Resolve, Tweets (Xiumi)

**Language Skills:** Chinese (native, National Putonghua Proficiency Test Grade 1, Level B), English (proficient, IELTS: 6.5)