

Mingxi Suo

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EXPERIENCE

Social Media Executive | Dental Excellence

September 2023 to February 2024

- **Develop social media strategies and monthly content calendar** with the aim of increasing brand awareness and customer engagement
- **Create content** across multiple platforms (TikTok, Instagram, Facebook, Twitter, YouTube, Pinterest, and brand website)– writing website blogs, infographic design, video filming and production
- Manage day to day activities of all social media channels with the focus on **growing online audience and generating leads** for the sales team
- Develop innovative **seasonal campaigns** such as Christmas sale and New Year giveaway
- Monitor, analyse, and report on performance of social media platforms using tools such as **Meta Insights, Google Analytics and Hubspot**
- **Educate** dentists on the use of social media and how to develop their online presence
- Take full accountability of **increasing brand awareness within the Chinese community** in the UK using Chinese social media platforms (Trans-editing, copywriting and replying to enquiries)

Digital media content assistant | University of Central Lancashire

May 2023 to September 2023

- Create content for UCLan social media channels (TikTok, Instagram, Facebook, LinkedIn, Twitter, and YouTube) via Hootsuite
- Work within a team to launch **multiple social media campaigns**: World Environment Day, Degree Show and UCLan Graduation.
- **Liaise with multiple departments** such as admissions, student support and faculty marketing. Acting as an intermediary between the university and current / prospective students

Freelance Chinese copywriter | Croud

April 2023 to December 2023

- **Trans-edit videos and create B2C copies from English to Chinese** suitable for release on Little Red Book (a mainstream social media in China) for external clients, e.g. MZ Wallace (US based handbag brand)

Student ambassador | University of Central Lancashire

July 2022 to May 2023

A part of the professional team supporting the Student Recruitment and External Relations on Open Days, visit days from schools and colleges, virtual events, and subject specific activities.

- General office-based duties, **writing university website blogs**, working in call centres.
- **Deliver workshops** and student life presentations to support current and prospective students

Part-time volunteer | RSPCA Preston

Oct 2021 to July 2022

Support the self-funding charity that provides safe homes to abandoned, neglected, or abused animals, nurses them back to health, rehabilitates them, and finds them their forever home.

- **Rebuild animal's confidence and trust around human**, positively interact with animals to give them social stimulation and tending to animals.

EDUCATION & QUALIFICATIONS

University of Central Lancashire – BA (Hons) International Journalism (1st Divison / Class) 2023

- Experience within multiple roles for the generation of TV news and radio programmes including podcast production
- Create digital content suitable for social media release: UCLan Journalism TikTok and Facebook
- Website creation, business proposal generation for a personal media brand, magazine design, media innovation ideas, documentary production, data analysis and visualisation.

Guangdong University of Foreign Studies – Diploma

2020

- News writing, news trans-editing, media management and general English.
- Sole award recipient of the '**Most Extinguished Student Scholarship**' – Highest grade within the course.

KEY SKILLS

Multilingual: Able to speak and write in professional **English, native Mandarin, and native Cantonese**

Adaptability: Able to live, study and thrive in a different country by myself.

Time-management ability: Combining university study with a volunteering project and part-time work as student ambassador. Used to working towards deadlines – University assessments and daily social media content creation

Teamwork and Communication skills: Multiple assignments require working with other individuals, working as part of the marketing team, and planning / delivering regional events held at UCLan as part of the student ambassador team

Critical thinking: Highest grade within Guangdong University of Foreign Studies Diploma and first-class International Journalism degree, both of which requires extensive critical analysis and self-appraisal

Adobe InDesign: Designing advertisement brochures and magazines

Adobe Premiere Pro / CapCut: Used in university assessments and all work roles

WordPress: See personal website URL above on the first page title

Adobe Audition: Making group radio programmes and personal podcasts available to stream on Spotify

Hootsuite: Trained fully and used extensively as digital media content assistant and social media executive

Meta Business Suite: Used extensively to schedule content and analyse social media performance

Hubspot: Trained fully and acquired official certificates of Digital Marketing and Social Media Marketing, used extensively when building the weekly social media report

Canva: Creating graphics as a digital media assistant at UCLan and as a social media executive at Dental Excellence

Microsoft Office: Word, Excel, PowerPoint, Teams, OneDrive, and SharePoint