

# Li Tao, Thomas

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## EDUCATIONAL BACKGROUND

**BNU-HKBU United International College**

Division of Humanities and Social Science

Zhuhai, China

09/2019-06/2023

**Bachelor of Communication in Media and Communication Studies (Honours) CGPA: 3.80/4.0**

**Expected Degree:** First Class (Division I) Honours

**Core Courses:** *Communication Theories, Foundations of News and Feature Reporting, Photojournalism, Reporting Laboratory, Mass Media Research Methods, Social Media Analytics*

**Westfield State University**

International Exchange Programme

Westfield, MA, United States

09/2022-12/2022

**University of Amsterdam**

Summer Programme in Epidemics and Social Science

Amsterdam, Netherlands

07/2022-08/2022

## WORK EXPERIENCE

***Southern Metropolis Daily, Nanfang Media Group***

04/2021-10/2021

**Position:** *Intern Reporter (Regional News)*

- Wrote and edited news articles, integrated and edited news videos.
- Contributed a feature report that helped local government on learning the living conditions of disabled people and promoted local disability legislation.

**Caixin Global**

06/2022-08/2022

**Position:** *Intern Reporter (Finance)*

- Received assignments from the finance and macro desk.
- Gathered and verified factual information to write stories focusing on China's financial market.
- Contributed an industry analysis on China's green finance market and ESG investment, which is a valuable for potential investors and policymakers.

## ACTIVITIES, HONOURS AND CERTIFICATES

First Class Scholarship (United International College)

Year 1, 2 and 3

FLTRP Cup Speech Contest Provincial 2<sup>nd</sup> Place

04/2020

Challenge Cup Guangdong Provincial Academic Paper Contest 3<sup>rd</sup> Place

10/2021

2021 Zhuhai News Award 2<sup>nd</sup> Prize (In-Depth Report)

02/2022

China Daily Campus News Awards (Best in Business News Reporting)

12/2022

Volunteer of NEPM's "As Schools Match Wits"

10/2022-12/2022

## SKILLS

- **Software:** SPSS, Photoshop, InDesign, Premiere Pro, Office
- **Language:** English, Mandarin, Cantonese

## **PUBLICATION**

Ye, B., Li, T., & N, L. (2022). *Di 5 dai HTML hangye shuaibai chengyin ji yingxiao zhanlve gaijin fenxi – jiyu PAR+SIVA lilun moxing* [Analysis on the Causes of the Decline of the HTML5 Industry and the Improvement of Marketing Strategy – Based on the PAR+SIVA Theoretical Model]. *Zhongguo shichang*, 2, 117–119. <https://doi.org/10.13939/j.cnki.zgsc.2022.02.117>.

## **RESEARCH (UNDER SUBMISSION)**

### **Data-Driven Analysis of the Social Resilience of Global Countries Recovery after COVID-19**

Advisor: Dr Fangxin Yi

02/2022

- Conducted an empirical analysis between social resilience in terms of recovery and its causal factors to investigate how could a city recover from the pandemic.

### **Twitter Sentiment Analysis Towards COVID-19: Cross-Cultural Comparison between the United States and Malaysia**

Advisor: Dr Chai Lee Lim

02/2022

- Examined public's sentiments, voices and responses on Twitter in different time intervals when strict implementation of preventive measures took place, which helped policymakers devise better strategies in communicating with people from different cultures in health communication

### **Analysis of Chinese College Students' News Media Choice and Literacy in Controversial**

**Events: Case of the “Chained Woman” Incident**

06/2022

- Through the in-depth interview of 20 Chinese college students, this study examined their news media literacy and how it affected their news choice, use and interpretation during a controversial incident under the highly censored and regulated media market of China.