

Yan Xiaodong

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EDUCATIONAL BACKGROUND

09/2021-06/2024 Wuhan University (one of the “Project 985” institutions)

Wuhan, Hubei Province

Degree: Master of Arts, Communication Studies;

Research interests: Gender Politics, Digital Diplomacy, Political Communication;

Major Courses: Western Journalism and Communication Thoughts Research, Global Media Research;

09/2017-06/2021 Liaoning University (one of the “Project 211” institutions)

Shenyang, Liaoning Province

Degree: Bachelor of Arts, The Art of Announcing and Anchoring; Average Score: 91.72/100; Ranking: 1/70;

PROFESSIONAL EXPERIENCES

12/2020-02/2021 Byte Dance Beijing Headquarters

Media Centre - PGC -Data Operations Intern

- Analyzed the data of the business related to the content quality team, identified possible security risks in each business segment through the data, communicated and collaborated with the partner team to collect and collate the data regularly;
- Extracted data through the big data platform to support the group's analysis report output; sorting out the underlying indicators and verifying the accuracy of the online data through cross-comparison of data from multiple parties;
- Collated and analyzed data related to the popularity of business line anchors, judged the quality of live broadcasts and assisted in the development of optimization strategies;

06/2020-09/2020 Kwai Beijing Headquarters

Media Internship Specialist, Sales Support Group

- Responsible for audits, account opening and other related processes directly related to clients; seamlessly connects agents and clients, tracking and resolving issues based on immediate needs ;
- Responsible for some administrative tasks within the department on a day-to-day basis, as well as monitoring public opinion data in the backend of Racer commercialization;

04/2020-06/2020 People's Daily Online

New Media Operations Intern

- Planned the original new media project, collected, classified and edited the relevant data, and was responsible for the maintenance of new media WeChat public account, participated in the selection of topics, layout and other related work;
- Participated in a number of operation projects within the department, including the Agricultural Bank of China, China Eastern Airlines and Xugong Group media operation plan;

01/2020-03/2020 Qixian Radio and Television Station, Jinzhong City, Shanxi Province

Intern journalists

- Worked as a journalist, involved news reporting, editing and broadcasting, as well as field trips and other related work;
- Interviewed over twenty people and participated in dozens of in-depth news reports;
- Operated the station's integrated media WeChat public account, which increased its number of followers by more than a thousand during the operation;

DEGREE DISSERTATIONS

Bachelor's Dissertation

- Reproduction and Transformation of Traditional Culture: Aesthetics of Expression and Communication Paradigms of Cultural Programme Hosts;

PUBLISHED ACADEMIC PAPER

- A Study on the Optimization Path of Short Video in the Category of National Image Visualization Construction; 02/2020 **Journal:** *West China Broadcasting TV*
- The Development Status and Survival Path of Radio in the New Media Era; 09/2019 **Journal:** *Public Communication of Science & Technology*

EXTRACURRICULAR ACTIVITIES

04/2020-03/2021 Liaoning University 49th Student Union

Executive Chairman

- Responsible for managing the Liaison Department, Youth Development Department and the Rights and Interests Department of the Liaoning University Youth League Committee;
- Assisted teachers in the planning and implementation of the 12th Congress of the Communist Youth League of Liaoning University, and as the main person responsible for the planning and convening of the 49th Student Congress of Liaoning University, she was responsible for the writing of the meeting documents, media publicity and logistics to ensure the smooth convening of the Congress;

11/2019-11/2021 The 24th Student Union of the College of Communication of Liaoning University *Executive Chairman*

- Served as the planner and organizer of several large events, including the 2nd and 3rd Shenyang International Youth Video Festival, and was responsible for coordinating and mobilizing staff allocation to ensure the proper conduct of each event;
- Organized college won a number of accolades including Red Flag Committee of the Year and Advanced Committee;
- Implemented the call of the Central Committee of the Youth League to promote the deepening reform of the College's student union, and wrote reform plan and specific implementation methods, taking into account the characteristics of the College;

Jiakedu Middle School, Lisu Autonomous Prefecture, Yunnan Province, China

- Served as a summer volunteer teacher, providing professional guidance to local students on relevant courses and organising summer cultural evenings for schools;

ADDITIONAL INFORMATION

Certificates

- 2020 National Radio and Television Editorial and Journalist Certificate;

Honours & Awards

National- level:

- 2018-2019: National Inspirational Scholarships (Two consecutive awards);
- 10/2020: National Scholarships for the 2019-2020;

Provincial-level:

- 06/2018: Bronze Medal in the "Youth Creation" Liaoning University Student Entrepreneurship Competition;
- 12/2020: Honorary title of "Excellent Undergraduate Graduates of Liaoning Province General Universities 2021";

Municipal- level:

- 08/2019: Outstanding Summer Teaching Worker at Jiakedu Middle School, Lisu Autonomous Prefecture, Yunnan Province, China;
- 10/2020: Outstanding Youth League Cadre in Shenyang;

School-level:

- 2018-2021: First-Class Scholarships and The title of "Outstanding Student" (Seven consecutive awards);
- 04/2018: "Outstanding Member of the Youth League" of Liaoning University;
- 2019-2021: Scholarships from the Fujian Businessmen Community Foundation (Two consecutive awards);
- 04/2021: Honorary title of "Outstanding Young Person of Liaoning University";