

Yijin Zhu

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Education

King's College London

09/2022 – 12/2023

Master of Arts in Digital Asset and Media Management with Merit

- **Thesis:** Examining Attendee Motivation and Satisfaction at an Immersive Art Exhibition (*Graded with Distinction*)

South China University of Technology

09/2018 – 06/2022

Bachelor of Arts in Communication

- **GPA:** 3.86/4.0
- **Thesis:** A Brief Analysis of Characterization Strategies in Group Portrait Documentaries on Intellectual Disabilities
- **Relevant Coursework:** Network Marketing Science, Creativity and Visual Communication, Multimedia Production, Advertising Strategies, Photography and Media Ethics

Work Experience

Membership and Community Affairs Department

09/2021–12/2021

Fangda Carbon New Material Co., Ltd.

- Drafted and edited 10+ press releases, ensuring clarity and alignment with organizational goals, with articles published in local official press and news websites
- Collaborated with multiple departments to create engaging content and facilitate effective internal communication

Journalist and Editor for University's Official Social Media Account

09/2019 - 09/2021

South China University of Technology

- Authored and edited 10+ engaging articles on campus life, student achievements, and university events, consistently reaching an audience of over 9,000 views per article
- Conducted interviews and produced feature articles, showcasing student stories and university news across platforms
- Contributed to the team's success in winning the "Top Ten School Media" in Guangdong for three consecutive years

Content Editing Intern

01/2020 – 03/2020

Lanzhou TV Station Variety Entertainment and Sports Channel

- Created and updated broadcast schedules, collaborating with production teams to ensure timely delivery
- Participated in recording sessions and assisted with script preparation and production processes

Selected Projects

Attendee Motivation and Satisfaction at Immersive Art Exhibitions

Master Thesis Project

- Conducted a mixed-methods study to evaluate the motivations and satisfaction levels of attendees at the Van Gogh immersive art exhibition, combining traditional surveys and sentiment analysis of social media data
- Developed a framework integrating survey data and big data analytics to identify key motivation factors such as novelty, learning, escapism, and social interaction, along with corresponding satisfaction metrics
- Performed sentiment analysis on social media posts (Twitter, Facebook) to analyse public perception of the exhibition, employing natural language processing techniques (GPT models) to extract meaningful insights from large datasets

The Far Away Ones: A Documentary on Individuals with Mental Disorders at Huiling Farm

Undergraduate Graduation Project

- Directed and produced a documentary on Huiling Farm, capturing the daily activities and therapeutic environment of individuals with mental disorders
- Filmed and edited all visual content, using photography and video to highlight the participants' engagement in group and solitary activities
- Crafted a narrative to raise awareness of mental health issues and promote empathy for individuals with mental disabilities

Aqiu's Sketching Life: A Documentary on A Young Sketcher

Course Project

- Directed and produced a documentary following Aqiu, a young urban sketcher, as he brings cities to life through sketches of landscapes, portraits, and animals
- Filmed and edited the video cuts of his daily life, highlighting how he balances his artistic passion with teaching painting to support himself
- Showcased Aqiu's philosophy of freedom and simplicity, portraying his view of the world as a canvas for self-expression and finding joy in life's ordinary moments

“Guardian Angels for Your Stomach” (Morrowind Advertisement)

Advertising Festival of Chinese College Students – Academy Excellence Award

- Created a stop-motion animation advertisement for Morrowind Stomach Medicine titled “Guardian Angels for Your Stomach”, focusing on engaging storytelling to effectively communicate the product's benefits
- Developed the story, concept, and visual style, creating all visual assets through photography, including backgrounds, characters, and props, to reinforce and elevate the narrative

Film Screenings in Guangzhou: Late Qing Dynasty to Early Republic of China

Undergraduate Research Project

- Conducted field research in historical cinema venues, exploring early film screenings and the development of the local film industry during the Late Qing Dynasty to Early Republic of China period
- Analysed archival materials to examine representative film production companies, local film-making practices, and the early commercial operations of the cinema industry
- Investigated consumer preferences and the composition of cinema audiences, analysing demographic factors and how they influenced the early cinema market in Guangzhou

Other Experience

Volunteer Experience

04/2019 - 04/2020

- Subway Volunteer Service: assisted passengers with ticketing, provided directions, and helped manage crowd flow during peak hours to ensure a smooth transit experience
- Community Service: educated local residents on proper waste segregation practices, promoting environmental sustainability and encouraging responsible waste management within the community

Head of Student Union Secretariat Office

09/2018 - 10/2020

- Coordinated a range of major events, including theme garden parties, freshmen orientations, and food festivals
- Managed logistics, including guest invitations, venue selection, budget management, and sponsorship acquisition
- Streamlined event planning processes, improving efficiency and participation rates across the university

Student Representative


09/2018 - 06/2022

- Organised and managed class activities, overseeing planning, execution, and post-event evaluation

Honors

University-Level First-class Scholarship (Top 1%)	12/ 2021
University-Level Merit Student (Top 3%)	12/ 2021
University-Level Outstanding Student Leader (twice)	05/2021 & 06/2020
Philip K.H. Wong Foundation Scholarship	12/2020
University-level Third-class Scholarship (Top 9%)	12/2019
Academy Excellence Award of Advertising Festival of Chinese College Students	11/2019

Publications

Zhu, Y. (2021). “Development characteristics and current status of short video news production in mainstream media: A case study of TikTok news short videos.” *China Media Technology*, pp. 111-113. [Link](#) 

Other

Languages: Chinese (native), English (IELTS 7.0)