
JINGYI CHEN

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PROFESSIONAL SUMMARY

Experienced content creator and social media strategist with a robust background in video editing, market research, and influencer outreach. Proficient in Adobe Creative Suite, Canva design, and Adobe Premiere Pro. Adept at developing innovative campaign concepts and managing social media platforms to drive engagement and growth. Strong communication skills enhance the ability to deliver compelling speeches and presentations. Career goal includes leveraging creative expertise to lead impactful digital marketing campaigns.

WORK HISTORY

Social media marketing intern, 04/2024 - Current

Go X Speed - London, UK

- Managed and monitored social media accounts, ensuring positive customer interaction. Achieved almost 1,000 followers, over 50 potential customers, and more than 5 deals.
- Increased brand awareness by curating engaging content for social media platforms. Achieved over 10,000 views and likes within 5 months.
- Developed marketing strategies for improved engagement with target audience. Managing two community groups of over 500 people.

Marketing intern, 05/2022 - 08/2022

KEYI Media - Shanghai, China

- Participated in planning over five major projects, including the AIA Brand event, Tencent Music, Nu-Lax new product launch, and Voice of China.
- Developed brand awareness by creating and implementing targeted social media campaigns.
- Contributed to team objectives whilst participating in brainstorming sessions for marketing strategies.
- Collaborated on market research projects, providing valuable insights into consumer behaviour.

Content distribution specialist, 12/2021 - 07/2022

Ningbo Xingbo Culture Co., Ltd. - Ningbo, China

- Was responsible for account operation of YouTubers on Chinese domestic social platforms.
- Managed Element Animation's account (active on Bilibili), Liuzhiyuan (Huber)'s account (active on Toutiaozhuanlan). Achieved over 100,000 viewings.
- Executed content localisation strategies to cater to diverse international audiences.
- Supported two clients in improving search engine visibility through strategic content and link building.
- Understood implications of slight nuances between different versions of English and cultures when creating content for international audiences.

Video content creator, 09/2020 - 09/2021

Marketing Department, University of Nottingham, Ningbo Campus - Ningbo, China

- Created over 10 official TikTok videos for the University of Nottingham, Ningbo, China. Achieved over 10,000 likes.
- Produced compelling content by conducting thorough research.
- Produced high-quality videos using editing software.
- Coordinated with influencers for promotion, boosted reach.
- Produced high quality, impactful content to strict deadlines, consistently meeting brand standards.

SKILLS

- Content creation
- Social media strategy
- Video editing
- Market research
- Influencer outreach
- Adobe creative suite
- Canva design
- Adobe Premiere Pro
- Social media management
- Campaign concept development
- Speech and communication

EDUCATION

BA International Communications: Communication / Culture / Film, 09/2019 - 06/2023

University of Nottingham - Ningbo, China - Upper second class

- Graduate with 2:1
- Member of Nottingham University TV Station, Students' Union, and Street Dance team
- Dissertation on how the conflict and integration of traditional Chinese and LGBTQ cultures influence the portrayal of lesbians in the Chinese film Intimates (Ji Sor)

BA International Communications: Communication / Culture / Film, 01/2022 - 07/2022

University of Nottingham - Nottingham, UK - Upper second class

MA Documentary Film: Documentary Film, 10/2023 - Current

University of the Arts London, LCC - London, UK

- Member of Student Ambassador

HOBBIES AND INTEREST

- Music: Singing, Playing guitar and Ukulele, writing songs
- Dance: hip-hop, popping
- Travelling
- Photography

LANGUAGES

Chinese (Mandarin)

Native

English

Fluent

Korean

Elementary

VOLUNTEER

Film Crew Volunteer

Sheffield DocFest

Jun 2024

I volunteered as a DocCrew member as part of our Film Crew between the dates 14th to 19th June 2023, undertaking a variety of different tasks that contributed to the successful running of a world-leading documentary festival. DocFest staff members working alongside me during their time volunteering with us emphasised their positive attitude and eagerness to assist in any way possible. Displaying an acute ability to adapt, I had a conscientious nature during both the festival's busier and quieter periods. They were always proactive in offering their assistance to both fellow DocCrew members and festival delegates alike. Also, I worked as a runner with one of the filmmakers.

REFERENCES

References available upon request.

