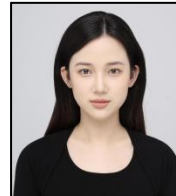


张语笑

23岁 | 北京/上海 | 13707673321 | yuxiao81@outlook.com



自我评价

- ❖ **实习履历:** 拥有头部旅行APP、热门旅行综艺和国家级历史文化博物馆的实习经历, 曾全程参与主题乡村振兴直播; 在产品推广、联动直播运营、视频策划拍摄、社媒矩阵运营、活动组织落地、文稿编辑撰写上有实操经验。
- ❖ **专业能力:** 具备敏锐的运营嗅觉、较强的热点捕捉能力以及丰富的产品推广经验, 熟悉热门社交平台的内容生态、流量抓取方式与直播运营机制, 能够运用多样的视听呈现方式为视频内容的吸睛度和传播力度赋能。
- ❖ **综合素质:** 专注度高、逻辑清晰、目标感强; 成长型思维; 良好的语言表达能力和沟通协调能力。

教育背景

2022.09-2023.10

谢菲尔德大学 | 硕士 | 数字文化与传播

核心课程: 数字项目管理、东亚媒体、文化与社会、文化数据导论、文化产品设计、数字文化与文化数据电子档案

在校荣誉: 撰写的毕业论文-以保护满族女性传统服饰为主题的数字服饰展览电子作品集, 最终获得 Merit Grade

2018.09-2022.07

中国传媒大学南广学院 | 本科 | 播音与主持艺术

核心课程: 播音与主持表达-展馆解说与艺术策展方向、语言传播策略、广播电视节目策划、新闻采编 GPA: 83/100

在校荣誉: 2021 年荣获优秀学生干部

2019.08-2021.09

中国传媒大学 | 本科双学位 | 网络与新媒体

核心课程: 新媒体技术、新媒体概论、视听语言、数字摄影摄像、大众传播、传播心理学、新闻采访与写作

实习经历

2019.04-2022.04

携程旅行 | 市场部旅行博主

- **旅游推广:** 通过联动各地旅游局策划旅行线路、目的地酒店餐厅测评以及融入商务合作的方式, 从多维度、多场景为账号聚焦的大学生群体展示适宜其全球旅行预算的最佳出行路线, 实现商务推广和线路安利的有机融合性传播。
- **矩阵运营:** 洞察能够激发起用户兴趣触点的旅行热点内容, 以月度产出 4 条视频/图文的更新频率, 协同团队切实运营好社媒矩阵账号, 实践增强各平台账号的对外传播声量; 接手管理期间作品累计浏览量达到 1000 万+、粉丝量达到 85 万+, 并成功入选携程网年度优秀旅游博主。

2021.06-2021.09

腾讯视频 | 《心动旅行》节目嘉宾

- **节目参与:** 作为旅行 KOL 达人受邀与多位明星艺人一同参与录制旅行类综艺节目, 节目以跨越山海的心动旅行为主题呈现出 95 后社交群像的真实状态, 最终收官时累计全网播放量达到 2.5 亿+、话题量达到 28 亿+。
- **录制执行:** 在节目安徽站和贵州站充当旅行策划师, 为团队策划可玩性强体验度高的深度旅行路线; 录制期间因出色的表现成为节目第二站和最后一站的签约旅行家。

2020.10-2020.12

南京博物院 | 中国汉代文物策展

- **讲解输出:** 充分明晰汉代金缕玉衣、瓷枕等展览内容的背景知识, 根据游客不同的年龄层级和知识水平, 策划并撰写相应的讲解语料和互动形式, 全方位地提升游客的游览观赏体验。
- **活动执行:** 协助博物馆执行和讲解专题讲座、公众文化教育活动等, 确保系列文化活动在计划周期内有序有效开展。

项目经历

2020.12

上海乡村笔记教育科技有限公司 | 旅行博主

- **项目参与:** 实践参与陕西省汉中市留坝县农村的文化发展项目, 从乡村环境调研、人文探索和文旅创收等角度切入, 全程策划并主持执行了以走进秦岭深处玩转热雪留坝为主题的直播推广活动, 助力当地文旅产业的创新发展和拓宽农产品的销售渠道, 切实为乡村振兴贡献新媒体传播力量; 当场直播观众总量达到 25.6 万+、互动量达到 7.2 万+。

2020.08

黑龙江省旅游推介活动 | 文旅策划

- **路线策划:** 围绕位置独特、出行便宜、美食可口等角度, 自行设计黑龙江省大兴安岭地区的自驾游线路。
- **内容运营:** 与黑龙江省旅游局达成合作, 巧妙运用多样的媒体拍摄手段和吸睛的亮点宣传内容, 为当地特产、景点、酒店等文旅衍生品在社媒平台的传播覆盖度赋能; 推广活动结束后, 顺利成为大兴安岭地区指定旅游合作伙伴。

在校经历

2020.05-2021.11

中国传媒大学南广学院 | 学生会主席

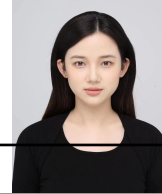
- **活动统筹:** 负责全链路帮助各剧组和视频平台在学院招聘选取到适宜人选; 协同策划并举办参与人数 1000+ 的两届城市台暨新媒体播音主持新人赛, 重点承担活动统筹、现场拍摄和后期制作等环节, 为活动的顺利落地提供保障。
- **节目策划:** 依据各项活动的举办节奏, 策划、拍摄及制作学院时事访谈类节目-路演/剧组见面会/专家演讲等, 将主题活动创新转化为新媒体表达并发布在学院公众账号上, 实践增强活动的校内关注度和校外影响力。

技能证书

软件技能: 熟练操作Office系列办公软件-Word/Excel/PPT、多媒体编辑类软件-PS/AI/Final cut pro/剪映、UI设计类软件-Sketch、思维梳理类软件-Xmind

语言能力: 雅思6.5-英语可作为日常工作语言、普通话一级乙等

Zhang Yuxiao



13707673321 | yuxiao81@outlook.com | Beijing/Shanghai

EDUCATION

University of Sheffield | Master of Digital Culture and Communication

Sep 2022 – Oct 2023

- Core Courses: Digital Project Management, East Asian Media, Culture, and Society, Introduction to Cultural Data, Cultural Product Design
- Honors: Graduation thesis focused on a digital exhibition of traditional costumes protecting Manchu women, received a Merit Grade

Communication University of China, Nanjing College | Bachelor of Broadcasting and Hosting Arts

Sep 2018 – Jul 2022

- Core Courses: Broadcasting and Hosting Expression - Exhibition Commentary and Art Curation Direction, Language Communication Strategies
- Honors: Outstanding Student Cadre | GPA: 83/100

Communication University of China | Double Bachelor of Network and New Media

Aug 2019 – Sep 2021

- Core Courses: New Media Technology, Introduction to New Media, Audio-Visual Language, Digital Photography and Videography

INTERNSHIP EXPERIENCE

Ctrip | Travel Blogger in the Marketing Department

Apr 2019 – Apr 2022

- Tourism Promotion: Planned travel routes in collaboration with various tourism bureaus, evaluated hotels and restaurants, integrated business cooperation to showcase optimal travel routes for university students. Achieved organic integration of business promotion and route recommendations for the student community
- Matrix Operation: Generated travel-related content that sparked user interest, updated monthly with four videos/articles. Effectively managed social media matrix accounts. Achieved over 10 million views and 850,000+ followers. Recognized as an outstanding travel blogger by Ctrip

Tencent Video | Guest on “Heartbeat Travel” Program

Jun 2021 – Sep 2021

- Program Participation: Invited as a travel KOL to record a travel-themed variety show with various celebrity artists. The program, centered around the theme of “Heartbeat Travel across Mountains and Seas,” accumulated over 250 million views and 2.8 billion topics
- Recording and Execution: Acted as a travel planner during the Anhui and Guizhou stages, designing high-experience-depth travel routes. Recognized as the contracted traveler for the second and final stages of the program due to outstanding performance

Nanjing Museum | Exhibition Planning for Chinese Han Dynasty Relics

Oct 2020 – Dec 2020

- Interpretation Output: Clarified background knowledge of Han Dynasty artifacts, such as golden-threaded jade garments and porcelain pillows, and designed corresponding interpretation materials and interactive forms to enhance visitors’ viewing experience
- Event Execution: Assisted the museum in executing and interpreting special lectures and public cultural education activities, ensuring the orderly and effective implementation of cultural events

PROJECT EXPERIENCE

Shanghai Rural Education Technology Co., Ltd. | Travel Blogger

Dec 2020

- Project Participation: Participated in a cultural development project in Liuba County, Hanzhong City, Shaanxi Province. Planned and executed a live broadcast promotion event themed “Exploring Ruo Xue in the Depths of Qinling,” contributing to the innovative development of local cultural tourism and expanding the sales channels of agricultural products. Achieved a live broadcast audience of over 256,000 and 72,000+ interactions

Heilongjiang Tourism Promotion Event | Cultural Tourism Planning

Aug 2020

- Route Planning: Independently designed a self-driving tour route for the Daxing’anling region of Heilongjiang Province, emphasizing unique locations, affordable travel, and delicious food
- Content Operation: Cooperated with Heilongjiang Tourism Bureau, used diverse media shooting methods and attractive highlights to empower the dissemination coverage of local cultural and tourism derivative products on social media platforms. Successfully became the designated tourism partner for the Daxing’anling region after the promotion event

CAMPUS EXPERIENCE

Communication University of China, Nanjing College | Student Union President

May 2020 – Nov 2021

- Event Coordination: Assisted various groups and video platforms in recruiting suitable candidates for the college. Coordinated and organized two editions of the City Station and New Media Broadcasting and Hosting Newcomer Competition, taking responsibility for event coordination, on-site shooting, and post-production
- Program Planning: Planned, shot, and produced college current affairs interview programs, roadshows, crew meetings, expert lectures, etc. Innovatively transformed theme activities into new media expressions and released them on the college’s public account to enhance the activities’ internal attention and external influence

SELF-EVALUATION

- Internship Experience: Possessed internship experience with leading travel apps, popular travel variety shows, and national-level historical and cultural museums. Fully participated in live broadcasts on the theme of rural revitalization. Hands-on experience in travel route planning, live broadcast operation, video planning and shooting, social media matrix operation, event organization, and script editing
- Professional Skills: Demonstrated a keen sense of operations, strong ability to capture hot topics, and extensive experience in products promotion. Familiar with the content ecology, traffic acquisition methods, and live broadcast operation mechanisms of popular social platforms. Applied diverse audio-visual presentation methods to enhance the attractiveness and dissemination of video content
- Overall Qualities: High level of focus, clear logic, strong goal orientation, growth-oriented mindset. Excellent language expression and communication skills

SKILLS

- Software Skills: Proficient in operating Office software (Word, Excel, PPT), multimedia editing software (PS, AI, Final Cut Pro, iMovie), UI design software (Sketch), and mind mapping software (Xmind)
- Language: Fluent in English (IELTS 6.5); Native in Chinese (Mandarin Level 1 Grade B)