

印素瑜

政治面貌: 共青团员

户口所在地: 广东广州

联系电话: 18898493262

电子邮箱: yinsy9506@gmail.com



自我评价

媒体实践硕士研究生, 学习能力强, 拥有新闻写作和编辑技巧、数字营销、网络热点研究能力、设计创作等多领域知识储备; 社交媒体传播类课题研究和社会实践经验丰富, 熟知多平台、多形式的内容生产和调研分析工具; 对数据敏感, 文字功底扎实, 逻辑思维严密, 统筹规划能力佳, 擅长营销活动组织策划; 接受多元文化教育, 思维活跃, 视野开阔, 具备成长性思维和创新意识, 适应能力和抗压力强; 有良好的思想觉悟和执行能力, 能够服从管理, 按时保质保量完成领导安排的任务, 善于处理工作中的人际关系, 具有较强的执行力。

教育背景

澳大利亚悉尼大学 | 艺术与人文社科学院 | 媒体实践专业 | 硕士 2022.02-2023.09

在校亮点: 积极参与多项课题研究与调查工作, 熟练运用多种调研分析方法。在社交媒体渠道进行用户研究, 同时涉及新媒体话题营销。研究课题包括网络暴力、性别研究、全球媒体、健康传播以及新媒体技术。

广东工业大学 | 国际教育学院 | 动画专业 | 本科 2014.09-2018.06

在校亮点: 校级优秀学生三等奖学金, 任学院心理健康协会秘书部部长、院团委宣传部干事, 参与迎新晚会、新年晚会、社团招新等多类型活动策划宣传, 运营与管理公众账号, 依托优质内容生产促进学生互动交流。

项目经历

校园采访--ChatGPT 对大学教育的探索和影响 2023.02-2023.06

项目介绍: 该项目是为深入研究 ChatGPT 对大学教育的影响, 关注技术创新, 如虚拟现实、增强现实在教学中的应用, 以及对传统教学方法的挑战和改进。

项目职责: 1、组成 3 人研究小组, 结合团队成员的特性及项目时限进行分工和排期, 包括拍摄、采访设计、编辑后期制作和研究分析, 确保项目各方面的顺利执行。

2、基于研究目标, 挑选接触 ChatGPT 及大数据, 并有相关课题、讲座的导师作为采访者, 发送邮件邀请采访。

3、团队头脑风暴, 并与导师沟通, 拟定采访大纲, 并确认最终以新闻直播形式呈现采访成果。

项目成果: 所产出内容包括采访视频、研究报告和课堂演示, 分享 ChatGPT 在大学教育中的创新应用, 并促进了有关教育技术创新的讨论。

话题标签活动--TikTok 老年抑郁症#Don'tforgetme 2022.08-2022.11

项目介绍: 本项目旨在通过 TikTok 平台, 针对 35 岁至 45 岁的中年群体展开一次关于老年抑郁症的关注活动。通过分析用户特征和推广活动, 旨在提高他们对偏远地区家庭老年成员的关注, 促进对老年心理健康的广泛讨论。

项目职责: 1、深入分析 TikTok 平台上的用户行为和偏好, 制定出精准的用户画像, 重点关注这一群体的活跃时段和内容偏好。

2、负责制定和执行推广策略, 包括关键词优化、借助明星效应和热门话题来设计推广海报, 并发起#Don'tforgetme 话题标签活动, 以提高活动的可见度和参与度。

3、策划开心心理学专家线上直播讲座, 旨在教育目标群体识别和理解老年抑郁症的症状, 同时鼓励他们增加对家庭老年成员的关心和支持。

4、监测和分析活动效果, 优化内容推送策略, 确保目标群体能够接收到更符合其兴趣和需求的信息, 从而提升用户的参与度和满意度。

项目成果: 通过项目实施, 成功引发了目标用户对老年抑郁症的关注。#Don'tforgetme 话题标签活动和线上直播讲座吸引了用户参与, 得到了专家的支持, 通过持续的效果监测和分析优化了内容推送策略, 提升了目标群体的参与度和满意度, 为提高老年抑郁症认知做出了积极贡献。

工作经历

湖南中核岩土工程有限责任公司广州分公司 | 项目管理 2019.08-2021.06

1、结合业务需求, 配合总公司制作品牌、产品进行品宣支持, 设计物料。

2、参与分公司活动策划, 密切沟通公司总部和业务团队, 整合内外部资源, 推动 10+场市场宣传活动、项目交流会有序落地。

3、在销售人员缺席时, 及时转告客户信息, 妥善处理, 大小会议的记录整理、发票的申领、人员的报销和领导交给的其他日常工作。

深圳环球数码影视文化有限公司 | 模型材质师 | 实习 2018.12-2019.03

广州大画文化传播有限公司 | 游戏美术师 | 实习 2018.01-2018.11

1、深入理解项目需求, 协助部门领导制订设计方案, 并基于分工, 独立运用 3Dmax、Maya、ZBrush、Photoshop 等软件完成创意设计。

2、负责游戏角色、场景和环境的创意设计与建模, 确保设计符合游戏的美术风格和主题, 同时注重角色与环境的细节表现, 以提高游戏的视觉吸引力和沉浸感。

3、与美术设计师、绑定师等团队成员紧密合作, 有效沟通, 共同解决问题;

4、关注行业新技术, 积极参与研究和学习, 以提升工作效率和质量。

技能特长

语言能力: 普通话二级乙等、CET4、CET6、PTE、雅思、英语流利、粤语良好

技能: 熟练使用 Office 办公软件、Photoshop、AU、AE、Pr、InDesign 等工具

兴趣爱好: 摄影、手绘、视频剪辑、篮球、羽毛球

Suyu, Yin

No.84 Dongfeng East Road, Meihuacun Street, Yuexiu District, Guangzhou City, Guangdong Province, China
Tel: +86 18898493262, Email: yinsy9506@gmail.com

ABOUT ME:

I am a Media Practice Master's student with strong skills in news writing, editing, digital marketing, and research analysis. My experience includes extensive communication on social media platforms, providing me with a profound understanding of content production and analysis. With solid data sensitivity and writing abilities, I excel in planning and organizing marketing activities. Exposure to diverse cultural backgrounds has broadened my perspective, fostering a growth mindset and innovative thinking. I possess strong adaptability and resilience, thrive in dynamic environments, and excel in managing interpersonal relationships at work and in life.

EDUCATION EXPERIENCES

- | | | |
|----------------------------|---|--------------------------|
| Aug 2022 – Jun 2023 | The University of Sydney | Sydney, Australia |
| | <ul style="list-style-type: none">• Master of Media Practice, Faculty of Arts and Social Sciences, Average Mark: 76.3 (Distinction)• Core Modules: Legal and Ethical Issues in Media Practice, International Media Practice, Social Media Communication, Health Communication, News Writing, Professional Editing. | |
| Sep 2014 – Jun 2018 | Guangdong University of Technology | Guangzhou, China |
| | <ul style="list-style-type: none">• Bachelor of Art, Major in Animation, Faculty of Arts and Design, GPA: 3.12/4• Core Modules: Digital Technology Foundation, Audio-Visual Language, Web Design Techniques, Fundamental of Engineering Graphics, Mathematics for Animation, Graphics Design Techniques, Constitution Foundation and Design. | |
| Jul 2017 – Dec 2017 | Vellore Institute of Technology (Joint) | Vellore, India |
| | <ul style="list-style-type: none">• Bachelor of Science, Major in Animation, Faculty of Arts• Core Modules: Interactive Animation Techniques, Level Design, Art of Animation, 2D Game Programming, 2D Animation, Digital Cinematography, Modeling and Texturing, Visual Effects, Concepts of Story Boarding, Lighting and Rendering. | |
-

ACADEMIC EXPERIENCES

- | | | |
|----------------------------|--|------------------------|
| Dec 2022 – Jan 2023 | Zhejiang University | Hangzhou, China |
| | <ul style="list-style-type: none">• Zhejiang University Global Program (Online), School of International Studies, Awarded High Distinction (85/100) in the module Media and Cultural Studies.• Debated in the academic debate about the negative impact of mass media by mainly applying Neil Postman's concept of "Amusing ourselves to Death." Set the tone of the team in debating and responded to the critics sharply and concisely by using the knowledge covering interdisciplinary fields such as education, culture, and market-oriented economy.• Utilizing case studies to analyze how the symbolic language of film portrays social class, the ultimate conclusions indicate a discriminatory discourse within film and television media directed towards marginalized groups.• Developed research skills, public speaking skills, team-work skills, critical thinking skills, the awareness of using interdisciplinary knowledge, and rebuttal skills. | |
-

WORKING AND INTERNSHIPS EXPERIENCES

- | | | |
|-----------------------------|---|-------------------------|
| Aug 2019 – June 2021 | Marketing Assistant | Guangzhou, China |
| | Hunan Nuclear Geotechnical Engineering Co., Guangzhou Branch | |

- Collaborated with headquarters to support brand and product promotion according to business needs, including writing promotional articles and designing materials for daily project promotion. Participated in subsidiary events planning, closely communicated with headquarters and business teams, integrated internal and external resources, and facilitated the organized implementation of over 10 marketing events and project exchange meetings.
- Tracked or surveyed the effectiveness of activities and conferences, and summarised for improvement. In the absence of sales personnel, promptly relayed customer information, handled it properly, and organised records of meetings, invoice applications, personnel reimbursements, and other routine tasks assigned by leadership.

Dec 2018 – Mar 2019

3D Animation Modeling Intern

Shenzhen, China

Global Digital Media Technology Research (Shenzhen) Co., Ltd.

- Proficient in using software such as AE, UE4, Maya, and 3DMax to create 2D and 3D scenes for animated films.
- Within the stipulated timeframe, independently completed the character design based on the provided materials from the concept artist. Received positive feedback from colleagues, indicating that the character design was mature and met the expectations of the client.
- Enhanced information retrieval skills and problem-solving abilities by reading Chinese and English literature and instructional videos during task completion, comprehending challenging aspects of the task, and independently resolving issues through literature and instructional materials.

Jan 2018 – Nov 2018

Game Art Intern

Guangzhou, China

Guangzhou Dahua Culture Communication Co., Ltd.

- Demonstrated proficiency in the utilization of software tools such as 3Dmax, ZBrush, and Photoshop, showcasing an adeptness acquired through practical engagement.
- Skillfully implemented retopology strategies for next-generation high-poly characters, informed by a comprehensive understanding of human musculature.
- Executed precise UV unwrapping techniques, employing methodologies like fur stretching tools and UVLayout software, tailored to the nuanced requirements of each project.

EXTRA-CURRICULAR ACTIVITIES

Aug 2017 – Nov 2017

VIT Confucius Institute Volunteer

- Assisted in planning and organising traditional Chinese festival celebrations at the Confucius Institute, featuring Chinese cultural traditions and cuisine.

Aug 2015 – Sep 2015

Advanced Industrial Design Workshop

- Enhanced industrial software such as CAD and Rhino, enhancing foundational knowledge of industrial design and design thinking.
- Actively participated in group collaboration for a tenon and mortise furniture design project, leading the user preference survey section and leveraging professional expertise to identify popular tenon and mortise furniture types, ultimately receiving accolades from the project team.

PRIZES AND AWARDS

Sep 2014 – Jun 2015

Outstanding Student Third Prize Scholarship

Guangzhou, China

- Awarded by Guangdong University of Technology

LANGUAGE PROFICIENCY

Chinese; Cantonese; PTE (speaking: 70, reading: 73, writing: 73, listening: 62)