

# GUO YU

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Address: based Hong Kong and Shenzhen

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## EDUCATION

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### Shenzhen University

Shenzhen, China

*Bachelor in Broadcasting and Hosting Art (Minor in Chinese Language and Literature)* GPA: 85.6/100 09/2019-07/2023

- **Major courses:** Modern Chinese Literature, Foreign Literature, Modern Chinese, Introduction to Linguistics, Philology, Economics, Intercultural Communication, Cultural Geography and Cultural Landscape, The Sociology of Journalism
- **Honors:** 1<sup>st</sup> Prize in College Speech Contest in 2022  
*Silver Award (Audio Works) in Guangdong, 2021 National Advertising Competition for College Students*  
*Gold Award (Audio Works) in Guangdong, 2020 National Advertising Competition for College Students*  
*3<sup>rd</sup> Prize in Guangdong, 2020 National Computer Design Competition for College Students*  
*The Most Beautiful Ecological Environmental Protection Volunteer in Guangdong in 2020*  
*Top 5 in 2019 Guangdong-Hong Kong-Macau Greater Bay Area Public Speech Contest*

### CUHK(Chinese University of Hong Kong)

Hong Kong

Master's degree in Comparative and Public history

GPA: 80.0/100 09/2023-11/2043

**Major courses:** Legal Studies: Narrative on Cn's Legal Past, A History of Republic of China, China and The West

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## WORK EXPERIENCE

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### Hong Kong Satellite TV International Media Group (HKS)

Shenzhen, China

*Producer / Director Intern*

01/07/2022-01/09/2022

- Functioned as the director to plan and hold HKS's first *Children's Spring Festival Gala*, created the preliminary plan, analyzed the project feasibility, and presented the ideas to leaders for approval; contacted 10+ clients for project discussion and implementation, helping save 15% of total costs.
- Wrote and recorded the scripts for a children's program, garnering 157 million views from 150+ countries (as of July 20, 2022) and revenue of CNY 100,000.
- Sorted out information to support the team in negotiation with clients and obtaining sponsorship for the recording venue.
- Conducted interviews in collaboration with Tencent's team for the program *Teacher* and got thousands of views; signed the contract with the host of Futian Concert Hall, and presided over a number of charity concerts.

### Zhuhai Yucheng Information Technology Co., Ltd

Zhuhai, China

*HR and Document Specialist*

01/07/2021-01/09/2021

- Engaged in preparing the company marketing collaterals; helped the executive to maintain positive brand image by actively responding to clients in social media platforms and created an engaging user community to liven the group.
- Assisted with interviewing job candidates and sent the screened lists to general manager for further review.

### Zhuhai Xiangshan Net Culture Communication Co., Ltd

Zhuhai, China

*Literary and Artistic Intern*

03/01/2020-20/02/2020

- Prepared manual for on-site video shooting and photography guidelines using Adobe Photoshop CS4.
- Created cartoons to highlight safety issues.

### Zhuhai Xingcheng Culture Communication Co., Ltd

Zhuhai, China

*Product, Planning and Operations Intern*

28/06/2020-20/08/2020

- Collected customers' feedback on the corporate products and services, and identified areas for service upgrades.
- Maintained projects' KPI and evaluated project progress keenly.

### Zhuhai Xiangshan Technology Co., Ltd

Zhuhai, China

*Government Procurement Intern*

04/01/2022-28/02/2022

- Purchased products and office supplies for the company and made sure they were in the budgeted prices.
- Interacted with external consultants to solicit services in training and technical supports.

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## EXTRA-CURRICULAR ACTIVITIES

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*Vice President, College Debate Club*

09/2020-06/2021

*Team Leader, Study on the Employment of University Students in the Greater Bay Area*

10/2020 – 10/2020

*Team Leader, Guangdong College Students Documentary Competition*

08/2020-04/2019

- Organized a professional team to film the documentary on Sanxiang Rice Noodle, a cultural heritage asset in Zhongshan.
- Conducted field visits and interviewed the owner of a century-old restaurant to learn about the brand story and the craft of the noodle; shot on-site videos and integrated them into the documentary; Won the 3<sup>rd</sup> Prize in the Competition.

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## SKILLS & INTERESTS

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- **Interests:** Piano (Level 8), Flute (Level 8), Jazz Dance, Hip-hop, Swimming, Public Speech
- **Software:** Microsoft Office, Au, Photoshop, Ae
- **Languages:** Mandarin (Putonghua Proficiency Test: First Class), English (Fluent), Cantonese (fluency)