

Yiming Pan

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EDUCATION

- University of Texas at Austin** Austin, US
Master of Arts in Advertising / GPA: 4.00/4.00 Aug. 2022 – May. 2024(Expected)
- Core Courses: Audience Engagement, Creative Strategies, Media management, Quantitative and Qualitative Research
- Zhejiang University (ZJU)** Hangzhou, China
Bachelor of Arts in Advertising / GPA: 3.89/4.00 Sept. 2018 – July 2022
- Relevant Courses:** Advertisement Effect Evaluation, Brand Communication Research, Introduction to Communication Studies, Consumer Behavior Science, Public Relations Strategy and Practice, Intercultural Communication
 - Honors:** Third Class Scholarship, Zhejiang University (2019); Gold Award, Micro Film Category of the Academy Awards of China College Students Advertising Art Festival (2020); Second Prize, The 12th National College Students Advertising Art Competition at Zhejiang University (2020); Second Prize, Video Category of The 4th "National Youth Cup" National College Art and Design Competition (2021)
- Imperial College London & Royal College of Art** Remote
Imperial-RCA Design for Global Challenges Online Winter School Jan. 2022 – Feb. 2022
- Grade:** A (Distinction)
 - Conducted field research and interview to sparkle and drive innovative service design for team, which aimed at addressing significant issues related to growing ageing populations globally, and accomplished final presentation and proposal

INTERSHIP EXPERIENCE

- Shanghai Yicai Data Technology | Intern** Shanghai, China | July 2021 – Sept. 2021
- Creatively planned and promoted internet finance brands and fund companies; planned campaign content in the form of long-image comics, graphics, and short videos; developed promotion plans and detailed the execution process in accordance with demand
 - Drafted creative scripts for posters, videos, and live broadcasts; participated in the promotion of the funds' IPO twice; wrote 50+ posters' scripts; and increased brand exposure, reaching 6,000+ clicks
 - Summarized daily financial news, analyzed the features of audio-visual cases, and helped post the company's creative videos in WeChat accounts, on Bilibili.com, and in other finance-related media
- Guizhou Radio and Television Station | Intern** Guiyang, China | July 2020 – Aug. 2020
- Participated in the TV program production process for several shows by collecting news, drafting scripts, assisting in studio recording and editing, and conducting interviews
 - Cooperated with multiple institutions to facilitate the production process, including liaising with the publicity departments of several hospitals in Guiyang and visiting provincial and municipal government departments, such as the National Health Commission of Guizhou
 - Operated the official WeChat account and TikTok account, collected and analyzed data and user feedback to maintain and expand the existing audience resources, and suggested new features to improve user experience, retention rates, Daily Active Users (DAU), and Monthly Active Users (MAU)

PROJECT EXPERIENCE

- Student Research Training Program of Zhejiang University (SRTP)** Apr. 2021 – Apr. 2022
Project: The Strategy of Enhancing the City's Brand Promotion by Megagame from the Perspective of "Resilience" -- Taking Hangzhou 2022 Asian Games as the Example
- Served as the team leader, reviewed the applied literature on resilience models in various disciplines, led the team to interview key personnel from various departments including the Media Operations Department of Hangzhou for the 19th Asian Games in 2022, and summarized an interim report of over 10,000 words
- Intercultural Communication Training Camp, North Carolina State University** Jan. 2021 – Feb. 2021
- Participated in the four-week online intercultural conference and organized group discussions about Japanese culture
- Short Film: Orange to Life** Sept. 2019
- Participated in research and data analysis for the brand Dr.Ci:Labo, identified the project's weaknesses in brand advertising and media exposure, and specified its media and business objectives by launching extensive primary and secondary research
 - Brainstormed the creative conception of the campaign and participated in the process of shooting and content integration
 - Received 160,000 views and over 30,000 likes in the competition, positive feedback from the CEO of the enterprise and won the Effectively Creative Award for brand promotion

EXTRACURRICULAR ACTIVITIES

- Student Associations Union, ZJU | Vice Minister** Sept. 2018 – Sept. 2020
- Participated in the creative planning, promotion, and field work for multiple school-wide events
 - Filmed several videos, including official promotion videos, opening ceremonies, and closing ceremonies, reaching 5,000+ total clicks
 - Planned, promoted, and assisted in implementing sports events, with more than 1,000 participants at each event

SKILLS & INTERESTS

- Language: Mandarin (native), English (fluent)
- Skills: Microsoft Office (Word, Excel, PowerPoint), Adobe (PS, AI, PR, AE), SPSS
- Interests: Taking 1,000+ Polaroid photos per year; visiting 200+ food, clothing, and niche stores per year; and drafting more than 50,000 words for reviews for these stores