

Zou Boya

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EDUCATION BACKGROUND

Major in Media and Social Communication, Hong Kong Baptist University **Sep 2024 – Now**

- **Major Courses:** Social Media Marketing, Media Practice, Media Writing and Communication, Digital Communication Technology

Major in Creative Industries and Media Physical Objects, Hong Kong Metropolitan University **Sep 2022 – Jun 2024**

- **Major Courses:** Literature and Culture, Advertising Strategy and Creativity, Film Production and Appreciation, Visual Arts and Creative Design

INTERNSHIP

Master Insight Media Limited *Editorial Intern* **Aug 2025 – Oct 2025**

- Edited business and financial articles for Master Insight’s digital platform, enhancing clarity and readability for Hong Kong’s professional readership. Fact-checked complex policy analyses and market reports while maintaining publication’s thought leadership standards.
- Supported the Master Insight x HSUHK ESG Awards 2025 initiative by managing stakeholder communications and drafting award documentation. Produced feature articles on winning companies’ sustainability practices that strengthened Master Insight’s position in ESG discourse.
- Conducted in-depth research on ESG trends and sustainable business practices in Greater China markets. Synthesized findings into editorial briefs that guided content direction and helped identify emerging topics resonating with corporate decision-makers.
- Collaborated with senior editors to transform traditional business reports into engaging multimedia formats. Developed visual content approaches that made complex regulatory and sustainability topics more accessible to diverse professional audiences.

China Culture International Tours Inc. *Intern* **Jun 2025 – Jul 2025**

- Designed interactive digital guide modules combining 3D models, ambient sound, and tactile interfaces to recreate Chinese heritage artefacts, finding through pilot testing with 120 users that multi-sensory interaction increased completion rates by 28% compared with static text formats.
- Coordinated with software engineers and translators to align bilingual narration, interface hierarchy, and motion speed, ensuring that cross-cultural storytelling maintained both linguistic accuracy and technological accessibility on mobile devices used by international tourists.
- Compared dissemination performance across WeChat Mini Programs, YouTube Shorts, and Instagram Reels, realising that symbolic density and rhythm determine audience retention.

Shandong Provincial Geological Museum *Intern* **Jul 2024 – Aug 2024**

- Assisted in curating Tracing Earth’s Memory, integrating geological exhibits with environmental narratives and producing explanatory captions that translated technical terms into accessible language for general audiences.
- Created a series of short science-communication videos that reached over 12,000 views across the museum’s social media channels, analysing viewer feedback to refine storytelling sequence and emphasise the link between geological change and daily life.
- Collected and processed 150 visitor survey responses to evaluate comprehension and exhibit engagement, discovering that younger audiences preferred motion graphics while older visitors valued tactile models, which informed the museum’s hybrid-display redesign.

Shandong Satellite TV *Intern of Program Operations Department* **May 2023 – Jul 2023**

- Participated in editing and visual post-production of The Ultimate Flavours of Shandong, discovering through

engagement analysis that scenes of traditional frying techniques generated 1.8× more comments, revealing how sensory memory heightens viewer connection.

- Assisted in the planning and execution of televised cultural events, coordinating with cross-department teams to ensure narrative consistency between on-site performance and broadcast production schedules.
- Conducted social media data analysis on Weibo and Douyin to identify age-based response patterns, finding that emotionally charged cuts outperformed informational segments, which guided later promotional adjustments and improved repost rate by 15%.

CAMPUS EXPERIENCE

Geological Survey in Xinjiang *Member* **Jul 2025 – Jul 2025**

- Participated in a field geological survey in Xinjiang, assisting in sample collection, stratigraphic observation, and environmental data recording. The experience cultivated patience, precision, and respect for empirical investigation—qualities that later shaped my analytical thinking in both academic and media research contexts.

Hong Kong Metropolitan University *Student Ambassador* **Oct 2022 – Jun 2024**

- Assisted in planning and executing multiple campus events, coordinating logistics, publicity materials, and social media promotion, which improved campus engagement and strengthened my event communication and visual storytelling awareness.
- Collaborated with cross-cultural student teams to facilitate dialogues between teachers and international students, gaining practical insight into audience diversity and intercultural communication dynamics relevant to global media contexts.

Quancheng Study Room *Volunteer* **Aug 2023**

- Assisted readers with book borrowing and returning procedures, learning to apply information systems for catalogue management while developing attentiveness and efficiency in public service.
- Supported the planning of reading promotion activities, such as book-sharing sessions and author talks, observing how narrative presentation and audience interaction influence participation.

Third Place, Basic Law Action Learning “Back to Basics: Story *Member* **Nov 2022**

Creation and Short-film Production Competition 2022”

- Conducted historical research on Hong Kong’s Basic Law and applied findings to short-film creation, exploring how visual media reinterpret political history for public audiences and enhance civic understanding through creative storytelling.
- Reflected on the transformation of documentary language in short-form videos, recognising how fragmented narratives can still convey complex historical and cultural ideas through symbolic condensation and emotional framing.

Hong Kong Creative PR Competition 2022–2023 (Accredited Participant) **2022 – 2023**

- Designed a thematic campaign linking sustainability branding with cross-platform communication strategy, learning to balance emotional resonance with data-driven persuasion under professional evaluation standards.
- Gained experience in pitching creative concepts within time and format constraints, developing the ability to articulate brand narratives that align with social values and audience psychology.

ADDITIONAL INFORMATION

- **Media Tools:** Adobe Premiere Pro, After Effects, Photoshop, Canva, Figma
- **Data Analysis:** Excel, PowerPoint, SPSS, Tableau.