

ZOU BOYA

TEL:+852 46700599 E-meil:y13615319097@163.com

EDUCATIONAL BACKGROUND

Hong Kong Metropolitan University 2022.9- 2024.6

Major: Creative Culture and Media Practice

Major courses: literature, advertising, film, visual creative

Hong Kong Baptist University 2024.9-present

Major:Media and Social Communication (BMC)

Major courses:Media Marketing, Media Practice, Writing Communication

CAMPUS EXPERIENCE

2022.10-2024.7 Student Ambassador

during the period of school student ambassadors, participate in school activities and organizations

2022.11 Hong Kong Basic Law Creative Competition Core member

creative competition third place the basic law of Hong Kong

match result: enhance their ability to write the script, the leadership team

EXTRA-CURRICULAREXPERIENCES

ShanDong TV Station internship 2023.5-2023.7

Position: Intern of new Media Operation Department

Participated in the post-production of MV and variety shows, and assisted in the organization of large-scale events

Quan Cheng study volunteer 2023.8

Solve the problems of the public about books, sort out and classify books, and provide more convenient services for the public

PERSONAL ABILITY

During the internship, I have improved my experience in new media operation, have a certain basis of copywriting, familiar with Wechat/Weibo/Weibo and other new media background functions, proficient in Excel and PPT office software, able to independently write publicity plans according to product characteristics, have good creative ability, and can carry out various data statistics and text processing. Member of the school photography club, responsible for photography and video recording at large-scale events, can shoot and create independently, have the ability to edit videos, video editing and Photo shop capabilities.