

肖清扬

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教育背景

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| 曼彻斯特大学 (QS: 35) | 硕士 创意文化产业 | 09/2024 – 12/2025 |
| • 核心课程: 创意文化产业理论实践、创意策划与制作、全球文化与创意产业 | | |
| 华南理工大学 (985) | 学士 网络与新媒体 | 09/2020 – 06/2024 |
| • GPA: 3.75 / 4.0 | | |
| • 交换生: 于 2023 年 1 月, 前往香港浸会大学进行为期 6 个月的交换学习 | | |
| • 核心课程: 新媒介与社会、数据新闻理论实践、网页设计、新媒体用户分析 | | |

实习经历

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| 玛氏 | 市场营销 | 10/2025 – 12/2025 |
| • 竞品分析: 协助完成两大核心竞品 (费列罗、好时) 的深度分析报告, 系统性梳理其产品矩阵、定价策略及核心卖点, 为后续市场策略制定提供关键数据支持 | | |
| • 用户洞察: 通过多平台社交媒体聆听, 挖掘并分析超过 50 条关于年轻消费者口气清新需求的真实反馈, 成功提炼出 5 大核心消费场景, 并输出消费者洞察报告 | | |
| • 内容创作: 独立构思两大生活化场景, 并为小红书与微博平台创作高质量的推广文案草案, 有效支持品牌日常市场推广活动 | | |

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| 曼彻斯特大学 Creative Manchester 部门 | 数字化运营 | 10/2024 – 10/2025 |
| • 数据驱动运营: 搭建数字化「大曼彻斯特创意健康产业地图」, 利用 ArcGIS 整合 600+ 创意健康设施资源, 搭建设施分布密度可视化监控看板; 处理清洗 700+ 条数据, 构建空间相关性模型, 通过归因分析识别资源覆盖增长瓶颈, 定位「高健康需求 - 低资源覆盖」真空地带 | | |
| • 成果输出: 绘制成果宣讲 PPT, 代表团队在全英创意健康峰会面向 200+ 学术界、政府及非政府组织代表进行宣讲答疑, 获得积极反馈 | | |
| • 合作洽谈: 独立策划落地线下宣传推广工作, 陌拜 30+ 名潜在客户, 成功获得 10+ 名联系方式; 与峰会主办方保持积极互动, 设计落地项目展示流程与会场布置, 确保成果展示与现场活动顺利衔接 | | |

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| 广州市人心网络科技有限公司 (壹心理) | 内容运营 | 06/2023 – 11/2023 |
| • 账号管理: 管理运营 300W+ 粉丝矩阵号及官号、80W+ 微博账号, 涵盖内容排期、推文编辑与粉丝互动, 保证账号内容准时准点推送 0 失误, 提升账号活跃度与品牌影响力 | | |
| • 内容策划: 设计撰写 270+ 条微博内容, 单条推文平均阅读量 1.5W+, 结合热点打造流量话题, 用户活跃度提升 20%; 发布 60+ 推文文末软广, 实现 9,000+ 次小程序产品点击量, 促进 710+ 单实际下单转化 | | |
| • 数据分析: 协同完成 40+ 次运营数据分析复盘, 识别内容短板并优化方向; 积极产出 10+ 次选题方案, 并被采纳落地执行, 有效推动内容质量提升 | | |

课题/项目经历

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| 数据新闻《时尚的反噬》 | 核心开发 & 设计 | 09/2022 – 12/2023 |
| • 深度剖析快时尚行业环境污染现状的交互式数据专题, 挖掘 100+ 篇中英文主流媒体、行业周报数据, 建立项目底层数据信息库, 设计输出网页内容 | | |
| • 自学 HTML/CSS 对原始模板进行二次开发; 利用 WebStorm、Dreamweaver 优化视觉排版与交互逻辑, 并基于 GitHub Pages 完成线上部署与版本管理, 主导全站视觉风格定义及多维交互图表集成 | | |
| • 独立完成项目报告排版设计, 作品获得 2023 大学新闻奖中文组最佳数据新闻奖季军、英文组最佳数据新闻奖亚军, 以及澎湃新闻、《南方周末》全媒体实验室发布报道资格 | | |

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| 粤剧短视频在“Z 世代”中的传播路径创新研究 (国家级项) | 第二负责人 | 09/2021 – 12/2022 |
| • 协同首要负责人共同敲定项目整体框架、研究范畴及核心目标, 搜罗哔哩哔哩、抖音两大平台 100+ 条粤剧相关短视频, 并通过 Excel 进行分类归档, 建立完整素材库和标准化分析维度 | | |
| • 基于深度访谈及编码分析结果, 深入探究传统粤剧在 Z 世代人群中的传播规律, 并牵头撰写项目报告, 全面整合研究过程、数据分析结果、核心结论及实践建议, 助力项目获得 A 类 (国家级) 立项并优秀结项 | | |

技能/兴趣

- 语言:** 雅思 7/9; 英语沟通能力熟练流畅, 可适应中/英/粤语工作环境
- 专业技能:** 精通 PowerPoint, Excel, Photoshop, Illustrator, Canva、剪映, 熟练掌握 Tableau, Arcgis 及 SPSS 数据分析, 熟练使用 SQL、WebStorm、Python、Dreamweaver 等编程软件; 熟练使用 AI 工具生产内容文本、代码修改, 精通 ChatGPT、Gemini、Claude、TRAE、DeepSeek 等多种 AI 软件
- 兴趣:** 手帐记录 (坚持写日记、手帐 3 年+); 心理学 (阅读心理学书籍 10+)
- 作品集:** <https://pan.baidu.com/s/10J2oaOpn8TFd2ZQ0g97Kpg?pwd=7p9z>

Qingyang Xiao

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EDUCATION

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| The University of Manchester | <i>Master of Creative and Cultural Industries</i> | 09/2024 – 12/2025 |
| • Graduated with Merit | | |
| South China University of Technology | <i>Bachelor of Network and New Media</i> | 09/2020 – 06/2024 |
| • GPA: 3.75 / 4.0 | | |
| • Exchange Student: Hong Kong Baptist University (01/2023 – 06/2023) | | |

INTERNSHIP EXPERIENCE

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| Mars | <i>Marketing</i> | 10/2025 – 12/2025 |
| • Assisted in completing in-depth analysis reports on two core competitors (Ferrero and Hershey), systematically organizing their product matrix, pricing strategies, and core selling points, providing key data support for subsequent market strategy formulation | | |
| • Analyzed over 50 genuine comments regarding young consumers' demand for fresh breath, successfully identified 5 core consumption scenarios and produced a consumer insights report | | |
| • Independently conceived 2 major life-oriented scenarios, and created high-quality promotional copy drafts for Xiaohongshu and Weibo platforms, effectively supporting the brand's daily market promotion activities | | |
| Organization of Hope, The University of Manchester | <i>Digital Operation</i> | 10/2024 – 10/2025 |
| • Led the development of a digital “Greater Manchester Creative Health Industry Map”, integrating 600+ creative health facilities using ArcGIS to enable visual monitoring of spatial density and distribution patterns | | |
| • Processed 700+ data entries, developed spatial autocorrelation models, and conducted attribution analysis to identify resource coverage bottlenecks and pinpoint underserved areas with high health demand but low resource availability | | |
| • Produced analytical presentations and represented the team at the UK Creative Health Conference, delivering project findings to 200+ academics, policymakers, and NGO representatives, receiving strong professional feedback | | |
| • Independently planned and executed offline promotional activities, conducting outreach to 30+ potential partners and securing 10+ effective leads; Coordinated with conference organizers to design exhibition workflows and on-site display arrangements | | |
| Renxin Network Technology Co., Ltd. (YiXinLi) | <i>Content Operation</i> | 06/2023 – 11/2023 |
| • Operated a multi-platform social media matrix with over 3 million followers, including official accounts and an 800,000+ follower Weibo account, ensuring zero publishing errors and consistent engagement | | |
| • Planned and wrote 270+ Weibo posts, achieving an average 15,000+ views per post; Leveraged trending topics to increase user engagement by 20% | | |
| • Executed 60+ soft marketing placements, generating 9,000+ mini-program clicks and driving 710+ paid conversions | | |
| • Participated in 40+ data review and performance analysis sessions, identifying content weaknesses and optimization strategies; Proposed 10+ content topics, all of which were approved and implemented | | |

PROJECTS

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| Data Journalism Project: <i>The Backlash of Fashion</i> | <i>Core Developer & Visual Designer</i> |
| • Developed an interactive data journalism project on environmental pollution in the fast fashion industry, building a data repository from 100+ Chinese and English media and industry sources | |
| • Customized and redeveloped web templates using HTML/CSS, optimized interaction with WebStorm and Dreamweaver, and deployed via GitHub Pages | |
| • Led overall visual design and interactive data visualization; Independently completed final report layout and presentation | |
| • Awards: Third Prize (Chinese Group) & Second Prize (English Group), 2023 University News Awards; selected by The Paper and Southern Weekly Multimedia Labs | |
| Research on the Dissemination of Cantonese Opera Among Generation Z | <i>Deputy Project Lead</i> |
| • Analyzed 100+ Cantonese opera short videos using interviews and qualitative coding to study Gen Z dissemination patterns, led final report writing and synthesis of findings and recommendations | |
| • National-Level (Category A) project, rated Excellent | |

SKILLS & INTERESTS

Languages: IELTS 7.0; Fluent professional working proficiency in English, Mandarin, and Cantonese

Technical Skills: Advanced in PowerPoint, Excel, Photoshop, Illustrator, Canva, CapCut; proficient in Tableau, ArcGIS, SPSS, as well as SQL, WebStorm, Python, Dreamweaver; skilled in leveraging AI tools for content generation and code modification, including ChatGPT, Gemini, Claude, TRAE and DeepSeek

Interests: Journaling (3+ years of continuous practice); Psychology (read 10+ psychology books)

Portfolio: <https://pan.baidu.com/s/10J2oaOpn8TFd2ZQ0g97Kpg?pwd=7p9z>