

Wenqi Ding

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EDUCATION

University of Southern California Los Angeles, CA
Annenberg School for Communication and Journalism Aug. 2021-May 2023 (Expected)
Master of Science, Digital Social Media (STEM) GPA: 4.0/4.0

The University of Iowa Iowa City, IA
Bachelor of Science, School of Journalism and Mass Communication Aug. 2016-Dec. 2020
Social Science Analysis Certificate GPA: 3.84/4.0
Honors: Dean's List Fall 2016-Spring 2020; Kappa Tau Alpha Honor Society

PROFESSIONAL EXPERIENCE

Crossing Media (TikTok Live-streaming) Los Angeles, CA
Social Media Marketing Intern Jul. 2022-Nov. 2022

- Oversaw TikTok and Instagram accounts by creating over 80 videos for different accounts; one of the TikTok accounts gained over 19k+ followers in 3 months
- Conducted research and leveraged consumer insights to initiate new creative content resulting in a 432% increase in views of the first new video, monitored audience engagement to optimize content performance, and increased comment engagement by 32%

Apotheka Systems Inc. Los Angeles, CA
Operation Support Intern Apr. 2022-Jul. 2022

- Conducted research to identify potential investors and clients, resulting in the creation of an organized outreach resource list with over 200 contacts.
- Utilized trend analysis to improve social media performance across Instagram, Facebook, and LinkedIn, resulting in a 30% increase in LinkedIn followers and 70.4% increase in post impressions within a 3-month period

Sentient Media San Francisco, CA
PR&Marketing Intern Apr. 2022-Jul. 2022

- Executed social media research and developed a digital marketing strategy and social media calendars for clients
- Formulated over 100 engaging captions and images to support brands' Facebook and Instagram campaigns

YouWorld, Inc. (Cross-border Fintech) Los Angeles, CA
Marketing Operation Intern Nov. 2021-Mar. 2022

- Led the launch of social media platform "RED," including the creation and monitoring of latest trends, daily maintenance, and optimization. Gained 300 followers in one week, converted 650 new registered users to the company, and increased monthly active users (MAU) by 58%
- Designed hundreds of banners, posters, and images for social media platforms using Canva, Sketch, and Figma
- Collaborated with the operations team to partner with micro-influencers, resulting in an increase of over 10% ROI

School of Journalism and Mass Communication, The University of Iowa Iowa City, IA
Social Media Intern Sep. 2018-Jun. 2020

- Launched and managed an official WeChat account for outreach to international students with engaging text, image, and video content, resulting in the acquisition of over 400 followers in 4 months
- Managed multiple social media platforms (Instagram, Twitter, Facebook) through data-driven content creation, resulting in improved user engagement and a 54% increase in Instagram followers within a 6-month period
- Created a variety of content including articles, press releases, blogs, videos, photo essays, and website copy

RELEVANT COURSEWORK

USC Viterbi School of Engineering, University of Southern California Los Angeles, CA
Course Project: Technologies for Interactive Marketing; Client: Crossing Media Jan. 2021-May 2021

- Proposed a detailed report to analyze competitors, target market, and tailored digital marketing plan for client
- Collaborated with engineering team to optimize website structure, content, and SEO to grow organic search by 74.2%
- Utilized Google analytics and native insights to track platform performance, and deliver social recaps and reports

Department of Political Science, The University of Iowa Iowa City, IA
Course Project: Hawkeye Poll Aug. 2019-Dec. 2019

- Led team in survey design, interview collection, and data analysis for Hawkeye Poll to study punitive behaviors among both genders with Iowa voters

PROFESSIONAL ABILITIES & CERTIFICATION

- **Software:** Canva, Sketch, Figma, Photoshop, Stata, Adobe InDesign, Final Cut Pro X, Excel, Microsoft Office
- **Related Skills:** Research and analysis, Photo & Video editing, Social media marketing/management, Media monitoring and analysis, Creative and strategic thinking, Marketing and PR, Written and verbal communication
- **Certificate:** Hootsuite Platform, Google Analytics Individual Qualification, Google Ads Search Certification