

Xinyue Dai



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Unit 4912 228 La Trobe st

EDUCATION

- 07/2021 – 12/2022
Melbourne, Australia
- Master of global media and communication**
University of Melbourne
During this period, apart from a small amount of video creation practice, I have done more theoretical research on the convergence of globalised digital media, digital security, and cultural policies of various countries.
- 02/2017 – 07/2020
Melbourne, Australia
- Bachelor of Media and Communication**
RMIT University
During my undergraduate studies in video creation, I gained a detailed understanding of the process of creating short videos and microfilms, and was able to experience the fascination and conviction of my love for visual creation in the process of video editing.

PROFESSIONAL EXPERIENCE

- 01/2022 – present
Melbourne, Australia
- Tiktok video producer**
@AriaandBrandon
AriaandBrandon is an influential couple in China's social media platforms. They live in Melbourne and currently have a total of **9.98 million followers** on 4 social media platforms (Tiktok China, little red book, Bilibili and Weibo). As their assistant, I am responsible for **producing interesting ideas, writing video content, and editing videos**. During the period I worked on the account, I helped the account grow its followers by around 3 million across the 4 platforms, with each video in Little red book guaranteed to have over 10,000 likes and around 300,000 likes in Tiktok China.
- 12/2020 – 08/2021
Changsha, China
- Short video director (Internship)**
Erka Media
1. **Write scripts, and make sure the video shooting and editing** for contracted influencers to gain a higher-quality fan base and advertising resources (major in Tiktok, little red book, Weibo).
2. Browse social media to contact potential influencers to join Erka.

Have managed accounts with over 10 million followers during my tenure. Successfully introduced 2 influencers to Erka, and started to help one of them start from 0 followers to 100,000 followers in Little Red Book App. Received a transfer offer from the department manager after 2 months at Erka.
- 07/2020 – 12/2020
Changsha, China
- Video censor (Internship)**
Mango TV
1. Review short videos that go live on the Mango TV app daily.
1. Reviewed over 1000 videos during tenure.
2. Familiar with the censorship rules and less than 2% error rate.

SKILLS

- | | | | |
|---|-----------|-------------------------|-----------|
| Video editing
Premiere pro; Davinci resolve; Jianying | ● ● ● ● ● | Communication | ● ● ● ● ● |
| Creative | ● ● ● ● ● | Learning ability | ● ● ● ● ● |

INTERESTS

Photography, Cinephile, learning language (Korean), Writing, Reading