

# Luohan Liu

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## EDUCATION

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### University of Sydney (USYD)

Feb.2020 -- Dec.2022

- Master of Interaction Design; **GPA:** 3.03/4 (76.7)
- Master of Media Practice; **GPA:** 3.03/4 (75.6)

### Beijing Information Science & Technology University (BISTU)

Sep.2013 -- Jun.2018

- Bachelor of Management in Business Administration; **GPA:** 3.03/4 (82.3)

## ACADEMIC EXPERIENCE

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**Researcher**, Research on Customer Queuing Satisfaction Optimization of the Business Offices of China Telecom in Kunming, BISTU Jan. 2018

- Studied the factors affecting customer satisfaction via questionnaire survey
- Calculated the overall efficiency of the business office with DEA decision analysis, Excel and Deep software
- Designed an optimal resource allocation scheme including the most suitable staff numbers, areas, operation costs of the business office branches

## INTERNSHIP EXPERIENCES

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### Content Creator Intern, Go Marketing Pty Ltd, Sydney

Sep. 2022 -- Feb. 2023

- Create and prepare digital content(image/ video/ text) for our company's social media channels and the client's social media channels
- Schedule and update social media posts across all our client digital channels
- Monitored and analyzed the social media platforms' background data and made reports fortnightly
- Create service proposals and promote them to the potential client
- Helped with interface design for the company's website redevelopment project (Pre-research/ Landing Page Design / Website interactive graphic design and programming)

### PGC Project Manager, New Studios Media Co., Ltd., Beijing

Apr. 2018 -- Dec. 2018

- Updated original videos, monitored and analyzed the background data
- Studied the tipping points of highly popular video contents on Tik Tok (the most popular short video APP in China) for providing experience and advice for clients' video contents design
- Formulated analytical reports which expounded what kinds of factors and contents would gain more public attention and realize virus communications

*Independent New Media Operation Work for the Client -- Visitor (Tik Tok ID: 593515205):*

- Analyzed the brand positioning, target audiences, media content styles of Visitor
- Provided Visitor with strategies in video contents design, interactions with audiences, video marketing
- Visitor has established advertising cooperation with several skin care brands on Tik Tok

### Intern, Marketing Department, China Telecom Corporation, Kunming

Jun. 2017 -- Aug. 2017

- Participated in the poster production and marketing of the data plans
- Conducted market research to study the service design, pricing, market shares and marketing strategies of competitive brands for adjusting development strategies for Telecom
- Wrote 12 promotion copywritings for the corporate Public Wechat which had 48,000 pageviews

## **EXTRACURRICULAR ACTIVITIES**

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### **Project Leader, Global Management Challenge, BISTU**

Oct. 2018

- Calculated estimated sales volume drawing on the sales data in the last season
- Determined the product pricing and formulated an annual marketing plan according to the analysis on the domestic and global market dynamics
- Made a budget table which reasonably allocated expenses used in product R&D and marketing
- Integrated analytical data and made a decision sheet for the team

## **OTHER INFORMATION**

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- Software Skills: Photoshop InDesign Figma Premiere After Effects HTML CSS
- Talents: Dancing (Street Dance), Photography