

Luohan Liu

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EDUCATION

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

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

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
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EXTRACURRICULAR ACTIVITIES

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

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