

# Lixian Wang

Experienced Video Producer | Content Operation Specialist  
Fast-Learner | Problem Solver | Collaborative



(+1) 647-612-8857



n.wanglx@gmail.com



Toronto, ON



http://wanglx.com

## EDUCATION

September 2019 - Present

### Diploma of Interactive Media Design

Seneca College, Canada

- GPA: 3.9 / 4
- Relevant Coursework: UI/UX, Animation, Graphic Design, Web Development, Interactive Media Business, etc.

September 2009 - June 2013

### B.A. in Broadcasting and TV

Shantou University, China

- GPA: 3.34 / 4
- Thesis: Trends and Challenges in the Development of Micro-Documentary in New Media Age
- Documentaries and Films:  
*Liang You* (2013), *Fish Bowl* (2012), etc.
- Multimedia Coverage of Oversea:  
The 2nd Anniversary of 3.11 East Japan Earthquake and Tsunami, 2013  
The Bersih 3.0 Rally in Malaysia, 2012

## HONORS & AWARDS

Tencent Technology, 2017

### Business Breakthrough Award

Variety Show | *The Coming One*

Tencent Technology, 2016

### The Outstanding Employee

CCDF, 2014

### Selected Project of CNEX Chinese Documentary Forum

Documentary | *Dongguan, The Sex Capital of China*

Phoenix New Media, 2012

### The Best Narrative Award

Documentary | *The Life of An Extra*

## SKILLS

### Video Editing



✓ Final Cut Pro, Adobe Premiere, After Effect, Audition, Encoder, etc.

### Photo Editing and UI Design



✓ Photoshop, Lightroom, Illustration, Indesign, Adobe XD, etc.

### Videography and Photography



✓ Lighting, Greenscreen, etc.

### Content Marketing



✓ Social Media, PR, Content Strategies, Subscription Services, etc.

### Web Development



✓ HTML, CSS, Javascript.

### Languages

✓ Fluent in Mandarin and Cantonese.

## WORK EXPERIENCE

February 2019 **Senior Content Operation Specialist**

July 2019 *Beijing Iqiyi Science & Technology Co.,LTD, China*

- Coordinated and operated the process of important variety shows, including *The Rap of China*, *I'm CZR*, *Back to Field*, etc., formulated promotion strategies.
- Conducted professional analysis of projects through monitoring of video content, relevant data, public feedbacks, and other indicators, etc., and provided suggestions to VP, COO, CEO, etc.
- Evaluated the business value and content production of variety shows with production and operating departments.

September 2018 **Freelance Video Editor**

January 2019 *CCTV2 & CNTV, China*

Edited series videos to present cultural characteristics of different cities in China, including Chengdu, Xiamen, etc.

December 2014 **Content Operation Specialist**

March 2018 *Tencent Technology (Beijing) Company Limited, China*

- Promoted popular variety shows including *Sing!China*, *Running Man*, *The Coming One*, *15 of Us* (originally named *Utopia* in the Netherlands), etc. Made creative operation plans and prepared visual materials to achieve commercial goals, with a total of over 10 billion video views.
- Cooperated with television stations including CCTV and ZJTV, to live stream the *Spring Festival Gala* and *Countdown Parties*.
- Developed and promoted interactive features of APP and Web products, including lottery games, live chats, and votes.
- Created plans of service to increase subscription members.

July 2013 **Director, Videographer, Editor**

May 2014 *Beijing Lotus Culture Dissemination Co., LTD, China*

Produced and directed documentaries that focus on individual stories, social events, and pop culture phenomenon in China. They were promoted by mainstream websites including Phoenix New Media, Sina, Netease, and Youku, with over 1 million views for each video and profound social impacts.

### • Major works

*Cold News*, the end-of-year program of Netease News, 2013  
The ignored lives of nine individuals who were key figures of social incidents and events.

*Dongguan, The Sex Capital of China*, Phoenix New Media, 2014  
Focusing on the sex trade in Dongguan city: the economic slump after the government's crackdown on the sex trade, the history of the local sex trade, and the life of underground sex workers.

• Other works include *Letters from Tong Zeng*, *Waiting for MH370*, *Tattoo Artist*, *The Life of An Extra*, etc.

## VOLUNTEER EXPERIENCE

October 2019 **Project Facilitator - Overnight Shift**

*Nuit Blanche, Canada*

Introduced meanings of the Handshake project and assisted patrons about how to interact with the art installation.