

Personal Information

Name: Chan Chi Wai (Mandy)

Age: 20 (2004-08-02)

Tel: +44 7536157910 / +86 13601613468

E-mail: mandy_chcw@hotmail.com

Location: Study in London & Base in Shanghai



Education

2019.09.-2022.07 **Shanghai High School International Division (SHSID)** **IGCSE & A-Level**

Courses: Chinese Literature (A+), Mathematics (A), Physics (A), Economics (B)

2022.09-2025.06 **London College of Communication (UAL LCC)** **BA Media Communications**

Courses: Transmedia Storytelling (A), Global Media Businesses, Practices and Cultures (A), Film and Video (A-), Creator Culture (A+), Comedy and Satire (A)

Experience

2021.12-2022.01 **Slush Asia 2021** **Volunteer for Photography & Video Team**

Background: The organization Slush is a student-driven nonprofit centered on promoting entrepreneurship in more than 40 cities around the world.

Major Work:

- The youngest photographer and the only high school student on the panel
- Filming and documenting the work of other volunteers and the whole event
- Photo post-processing and video editing for event promotion

2024.03-2024.05 **Huayi Brothers** **Remote Internship for Film & Television Distribution**

Background: Huayi Brothers is an entertainment and media company that has effectively integrated its film and television entertainment, brand licensing, live entertainment and internet entertainment segments.

Major Work:

- Sorting out information about the film and television industry in the last six months and analysing market data
- Participate in the conceptualization of both online and offline marketing and promotional programs for films to be released in cinemas
- Receive a letter of recommendation from the superior

2024.06-2024.10 **iQiyi Reality Show *King of Comedy*** **Contestants Management**

Background: A brand new S+ comedy variety show, which Stephen Chow as the show's initiator, inspiring a treasure trove of stand-up comedians from clubs all over China to compete with each other, and grow up from a comedian to a king of comedy.

Major Work:

- Planning the contestants' schedules and organizing their accommodations
- Lead the cast during the taping to execute all preparations and cooperate to ensure the smooth running of the program

- Highly recognized by upper management and follow up contacts are maintained

Project Experience

2022.12

A Personal Study of Immersive Digital Media Art

A personal research focused piece of work written around the increasing rise of immersive digital media to open a new chapter in art exhibitions:

- Nearly five minutes of video exposition, popularizing this type of immersive exhibition for the audience
- 1100 word research paper in English exploring the reasons behind the success of this phenomenon and where it is headed in the future

Project Outcome: Highly recognised by the professional faculty and the individual research achieved excellent grade

2023.03

Transmedia Narrative of *Qingming Shanghe Tu*

Revitalise traditional Chinese culture and art through cross-media narratives which inspired by the success of Van Gogh's Immersive exhibitions around the world:

- Co-created three transmedia narrative works with three students based on the roots of *Qingming Shanghe Tu*: 360° panoramic wrap-around scrolls, art videos reconstructing ancient theaters, and illustrated electronic children's storybook
- Mainly responsible for the design and presentation of e-storybook artwork

Project Outcome: Highly recognised by university professors, presented in front of the grade level and achieved the highest grade in the course

2024.02-2024.04

Tencent Video (WeTV) *Qing Yu Nian 2* Marketing Plan

Assisted the hit drama *Qing Yu Nian 2* in completing an authentic plan to more effectively promote its membership services and episode viewings:

- Research and analyse the users of WeTV and its competitors to understand the different views of users on WeTV membership services, including the user experience and expectations, etc., to prepare for the relevant membership activities in the pipeline in the future
- Operational case studies of relevant real events to learn from successes and make up for shortcomings
- Drawing up activity planning scheme, using WeTV platform resources, to provide users with a full range of participation experience

Project Outcome: Obtained the leader's guidance and recognition, and was able to improve the planning on the analysis and insight ability

Awards and Skills

- 2020 China Thinks Big, National High School Social Project Competition Honorable Mention (Outstanding Social Initiative)
- Software Skills: Microsoft Office (Word, Excel, PowerPoint) ; Photoshop; Capcut
- Languages: Mandarin; English; Cantonese
- Interests: Exhibitions; Photography; Film & TV; Pop music