

TIAN YE

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EDUCATION

Shenzhen University
BA in Internet and New Media
Grades: 84.4/100, GPA: 3.70/4.5

Shenzhen, China
09/2023 - 06/2027

PROFESSIONAL EXPERIENCE

OPPO Guangdong Mobile Communications Co., Ltd

Dongguan, China

Creative Marketing Intern

02/07/2025- 08/04/2026

- Performed market research on the smartphone shopping behavior of young global male customers, engaged in competing products' analysis, and highlighted the need to transform phones into an outlet to express their personal identities and emotions.
- Generated scenario-based marketing materials such as How To tutorials and Fast & Smooth campaigns to engrain the idea of "Work Smart, Play Hard" and to resonate with customers' perception of themselves, increasing social media engagement by 127% for the OnePlus 15 Series Product and 6.4x growth in Google and Amazon searches; achieved 245K livestream views, 65M KOL content clicks and 4.7M social interactions on the first month of OnePlus 15R product launch.
- Coordinated with the product and PMKT teams to create marketing collaterals; supported creative idea generation and project management; participated in the communication strategies for new product launches; and achieved a 30% cost reduction for non-core marketing collaterals with my proposals.
- Reinforced customers' perception of generative AI features by collaborating with Google to highlight the software and hardware synergies; focused on Gemini × PlusMind integration to output user-scenario-related prompts; optimized resource allocation across pre-launch, release, and initial promotion; engaged in crisis communication and helped with brand revitalization.
- Assisted with brand repositioning in the "Rise as One" marketing campaign in India through celebrity endorsement, increasing OnePlus brand awareness.

Shenzhen Media Group

Shenzhen, China

New Media Intern

25/05/2024 – 25/10/2024

- Managed social media platforms in both WeChat and Weibo to promote the "Shenzhen WE teenagers" program, assisted with content creation, and engaged in A/B testing to evaluate readers' content preferences; benchmarked the content with competing programs for optimization strategies, receiving over 100K clicks in the two channels and a 20% increase in the audience reach.
- Supported execution of large events such as public charity seminars with over 1K attendants, achieving 22 million campaign impressions and 2.1 million livestream viewers at peak.

STUDENT ACTIVITIES

New Humanities and Social Sciences Practice and Innovation Competition for College Students

12/2025

Second Author - Cross-Border Ethnic Heritage Digital Revitalization Project

- Transformed field research results of three major heroic epics of Chinese ethnic literature (the Tibetan Epic of King Gesar, the Mongolian Dzhangar, and the Kirgiz Manas) into a VR-based museum to provide immersive experiences for Shenzhen residents to appreciate the intangible cultural heritage in China, an AI animation drama and an interactive game to entertain the audience.
- Organized cultural exhibitions to showcase intangible cultural heritage and the stories of craftsmen and coordinated 3 live heritage performances for Shenzhen audiences.
- Leveraged multiple narrative techniques such as VR, documentary storytelling, physical exhibitions, and live performances to engage different audiences, receiving the Gold award in Guangdong and the Bronze award in the national competition.

The 17th National Advertising Art Design Competition for College Students

09/2025

Photography Director; Creative Planner - Microfilm "Winds Know the Way"

- Engaged in creative content generation based on POP MART IP character Nyota, revealing how the brand can help young working professionals relieve themselves from the pressure and avoid life burnouts.
- Transformed the IP into an emotional companionship symbol to convey the message of a take-it-easy lifestyle, seeking emotional resonance with young people and receiving the provincial second prize and merit award in the national contest in recognition of outstanding performance in the video and microfilm group.

Interactive Installation Based on Digital Twins Principle

Product Manager - Corridor Shadow

06/2025

- Drew inspiration from 3D pin art walls and formed inquiries on the digital construction of human identity and physical presence after camera capture, exploring the application of digital twin technology in the field of interactive media.
- Designed a three-layer pipeline featuring "perception, computation and rendering" techniques, leveraged MediaPipe to extract human silhouette in real time, segmented background, and converted physical movements into particle-density projections.
- Harnessed AI-assisted coding (vibe coding) to output executable code, creatively developed particle-based human silhouettes to address the aforementioned inquiry, and demonstrated digital twin principles under strict hardware and financial constraints.

Life Service Platform for Expats Living in Shenzhen

Product Manager - WanderGo

06/2025

- Conducted market research on expatriates living in Shenzhen and identified their common problems like internet restrictions, language barriers, and fragmented access to service information that resulted in social isolation and integration frictions.
- Addressed expatriates' needs by creating a one-stop service platform that integrated map navigation, community forums, and living assistance functions, building an ecosystem to connect local merchants, service providers, governments and end users.
- Carried out in-depth interviews to iteratively upgrade the product prototypes, transforming the platform from an information-sharing community to interests-based social groups to foster connections.
- Applied inclusiveness and accessibility principles in designing the platform to expand their social circles, making sure that expats enjoy better access to urban resources equitably and integrate into local communities soon.

OTHERS

Software: VS Code, SPSS, SQL, Figma, XMind, DaVinci Resolve, Final Cut Pro, CapCut, AE, Canva, TapNow, and Lovart
Languages: English, Mandarin, Cantonese, Hakka