

# CHENYANG QING

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## EDUCATION

### Columbia University

Master of Science in Strategic Communication

New York, NY

Expected December 2026

### Communication University of China

Bachelor of Arts in Communication

Beijing, China

June 2025

## EXPERIENCE

### Alibaba Group

May 2026 - August 2026

*Public Relations and Content Marketing Intern*

- Led global social media strategy and day-to-day content operations for Qwen AI Foundation Models across X, LinkedIn, and YouTube, developing launch calendars and platform-specific messaging that drove 20K+ follower growth during new product campaigns.
- Developed campaign concepts and core narratives for Key Visuals, including two brand promo videos, translating technical product value into culturally relevant stories for global audiences. The films generated 1M+ views across platforms.
- Built an international creator outreach program from the ground up by defining target profiles and collaboration methods, sourcing AI creators, and coordinating product trials and social content partnerships.
- Launched and managed a university creator beta program for an AI agent product. Recruited 100+ participants, guided the production of 200+ posts, and generated 50K+ total views.

### Siemens Factory Automation Engineering Ltd.

May 2024 - August 2024

*Content Marketing and Social Media Intern*

- Managed Siemens Factory Automation's Douyin(TikTok) channel end to end, from content planning and copywriting to filming, editing, publishing, and community engagement; delivered 200K+ views on a top-performing video and gained 10K+ followers in three months.
- Developed Gen Z campaigns using audience insights and a differentiated humor-led narrative, increasing the share of viewers ages 18-30 by 12%.
- Used SQL to analyze impressions, click-through rates, lead conversion, and purchase conversion, identifying high-performing publish times, topics, and formats to improve content distribution.
- Launched Siemens' corporate Zhihu account from scratch, establishing channel positioning, a topic pipeline, and community engagement practices that generated 2K+ reads in the first month.

### Dentsu Public Relations Consultants

July 2023 - September 2023

*Account Executive Intern*

- Developed campaign strategy and client-facing proposals for Master Kong Beef Noodles and Liuliumei, translating brand frameworks and market trends into messaging and creative concepts.
- Managed influencer partnerships from selection through launch, coordinating schedules, scripts, video reviews, legal input, and brand approvals while tracking post-campaign engagement to inform future content.
- Built Tableau reputation dashboards and monitored daily audience sentiment, identifying emerging risks and drafting response messaging to support crisis planning and cross-functional communication.

### Premiere Consulting Group

November 2022 - February 2023

*Public Relations Intern*

- Supported campaign planning, proposal development, and copywriting for Van Cleef & Arpels and Lincoln.
- coordinated influencer selection schedules, and deliverables to keep projects aligned with brand objectives.

## SKILL

- Marketing: Global social media strategy, content development, campaign analytics, audience research
- Tools: SQL, Tableau, Microsoft Office
- Languages: Mandarin Chinese (native), English (professional working proficiency)