

Mr. Zheng Huang
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Address: Nanchang, Jiangxi, China

EDUCATIONAL BACKGROUND

Kyung Hee University Major: MBA in Media Management Relevant Courses: Digital Media Arts, Advertising Media Planning, New Media Industry, Media & Mass Communication, etc. GPA: 3.89/4.3 (90.71%)	Seoul, Korea 12/2025-09/2024
Jingchu University of Technology Major: B.A. in Broadcasting & Television Directing GPA: 3.77/4.00	Jingmen, China 06/2018-09/2014

PUBLICATIONS

INPRESS/ FORCOMING:

- Wang, Z. (2024). Emotional Communication and User Behavior in 'Blind Box' Live Streaming. *新闻传播* ISSN 1672-0261 (Expected Date: Sept 2025)
- Wang, Z. (2024). Functional Transformation and Communication Strategies of Local Media's Agenda-Setting in the New Media Environment: A Case Study of 'Ying Xiang Li'. *声屏世界*. ISSN 1006-3366 (Expected Date: Dec 2025).

PUBLISHED:

- Wang, Z. (2018). Negative Effects of Reversal News and Preventive Strategies. *Journalism & Communication*. **Major Humanities & Social Sciences Project funded by the Hubei Provincial Department of Education (Project No. 17ZD032).**
- Wang, Z. (2017). An Investigation of the Impact of Values Expressed in Mass Media on Audiences: A Case Study of Changes in 'Two Sessions' Reporting in the Last Decade. *Daguan*.
- Wang, Z. (2017). The Application of Aerial Photography in Contemporary Documentaries: A Case Study of 'Aerial China'. *Daguan*.

RESEARCH INTERESTS:

Communication of culture and heritage, focusing on cross-media storytelling, intercultural communication; Integration of social media and journalism; Agenda-setting and communication strategies in the new media environment.

PROJECT EXPERIENCE

Integrated media coverage of the "Two Sessions" in Nanchang City 08/2022

- Participated in the full media coverage of the "Two Sessions" in Nanchang City, undertaking the reporting of committee members, group discussions, and proposal writing in the early stage, and later deeply involved in planning and implementation in the main venue, reflecting the continuous accumulation of reporting experience and role enhancement.
- Write and produce multiple news and video works, which have been published multiple times on the Xinhua News Agency client, "Study Strong Country" and mainstream media at the city level. The topics cover education, people's livelihood, economy, etc., demonstrating a grasp of multiple fields of issues and the ability to spread articles.

Media publicity on prevention and control of COVID-19 08/2020

- The report "Doctors Urgently Support the Frontline: Train Opens Green Channel for Temporary Passenger Drop-off" achieved over 870,000 views on the Xinhua News Agency app, setting an internal record for new media reach; the "Angel Diary" series accumulated over 1 million views and was repeatedly republished by Xinhua and China National Radio, demonstrating strong communication impact.
- Participated in COVID-19 publicity campaigns organized by the Municipal Epidemic Prevention Command, Health Commission, and Publicity Department; planned and produced the special series "War Epidemic Diary" and "Angel Diary", responsible for video scripts, interview coordination, and digital distribution.

Integrated media coverage of the World VR Industry Conference 06/2021

- Produced widely circulated reports with 100K+ views; 2022 coverage included dozens of multimedia pieces, many adopted by Xinhua and CNR, boosting Nanchang's visibility as a "World VR Center."
- Reported the World VR Industry Conference (2019–2022), leading new media planning, on-site interviews, and video production on VR+5G, VR+Education, and digital economy themes.

WORK EXPERIENCE

Nanchang Broadcasting & Television Station Nanchang, China 03/2023-01/2019

- Produced and edited 100+ multimedia news stories, multiple works published by Xinhua News Agency and other national media outlets.
- Created viral news videos, e.g., Egrets Kingdom Welcomes 10,000+ 'Cute Newcomers' (14M views in 12 hours, Weibo trending #42).
- Developed Angel Diary COVID-19 series, widely circulated on national platforms.
- Led new media operations for WeChat, Weibo, Douyin, and Video Channel accounts, achieving annual viewership over 10M.
- Directed large-scale livestreams in collaboration with CCTV, Xuexi Qiangguo, achieving single-event viewership exceeding 1M.

HONORS & AWARDS

- Jiangxi Broadcasting Award — Excellent Radio Program (Finalist, 2021)
- Annual Outstanding Individual — Nanchang Broadcasting & Television Station (2020, 2021)
- Hubei Province College Journalism & Communication Innovation Practice Competition (2017) - First Prize
- National College Advertising Art Competition (Hubei Division, 2017)- Excellence Award
- Hubei Province College IT Innovation Competition (2016) - Second Prize

ADDITIONAL INFORMATION

- **Languages:** Native Mandarin Chinese; Basic proficiency in English and Korean
- **Media Production:** Photography, Videography, Video Editing (Premiere Pro, After Effects), Image Editing (Photoshop), Audio Editing (Audition), Non-linear Editing (EDIUS)
- **Research Methods:** Content Analysis, Audience Research, Public Opinion Monitoring, Agenda-Setting Theory Application
- Experienced in Douyin, Xiaohongshu, WeChat Official Accounts, Toutiao operations