

Ke QIANG

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EDUCATION

University of Southern California	est. Aug. 2024 – June. 2026
MS in <i>Digital Social Media</i> , Annenberg School of Communication and Journalism	Los Angeles, US
Courses: Product Management, Communication Analytics and Research, Web Design, Integrated Marketing	
Queen's University	Sept. 2019 – Jun. 2023
B.A(Honours) in <i>Film and Media</i> , Faculty of Arts and Science	Kingston, Canada
Fudan University (Exchange in <i>Communication</i>)	Sept. 2022 - Jan. 2023

PROFESSIONAL EXPERIENCES

Crazy Maple Studio – ReelShort App	Jun. 2025 – Sep. 2025
<i>Production and Talent Management Intern</i>	Los Angeles, US

- Conducted talent casting for *ReelShort* (US leading vertical shorts streaming platform) for a scripted reality show
- Produced behind-the-scenes content with actors on set to support social media strategy and brand engagement

Shanghai International Film Festival	May. 2024 – Jul. 2024
<i>Film Week Assistant</i>	Shanghai, China

- Engaged in the planning and on-site support in all kinds of events such as the gala and screening activities during the festival week, coordinated the inviting and communicating with 40+ international producers and industrial figures
- Managed a film week volunteer team of 40+ members, responsible for general training and regulating

Bilibili	Jul. 2023 – Jan. 2024
<i>Artiste Coordinator Intern</i>	Shanghai, China

- Engaged in the artist coordination work in one of the highest-rated S+ program-The New Year's Eve Gala at Bilibili. It is one of the most popular and unique new year events at China with a high concentration on the younger generation.
- Coordinating with international artists for PR, travel, on-site support, and broadcasting processes

Ruder Finn Asia (Disney Studio Team)	Jul. 2022 - Oct. 2022
<i>Public Relations Intern</i>	Shanghai, China

- Engaged in the planning and on-site support of two main campaigns - *National Geographic* docufilm's BIFF screening and *Avatar* China Celebration; Produced real-time media monitoring and performance reports
- Developed strategic publicity plans for *Avatar II* and Disney's 100th anniversary variety show with team members

Tesla	Jul. 2021 – Sep. 2021
<i>Marketing Intern (media planning & production)</i>	Beijing, China

- Supported the in-house production team for official promotional videos, responsible for script writing, video shooting, and debugging; supported Tesla's social media planning

PROJECTS

PISEN	Aug. 2025 – Dec. 2025
US Region GTM Assistant	Los Angeles, US

- Led GTM strategy planning for the US region; supported large-scale e-commerce and TikTok Shop exhibitions (e.g. YFCon), including on-site influencer coordination and relationship development

USC Annenberg Media Center	Jan. 2025 - May 2025
<i>Editor</i>	Los Angeles, US

- Produce content covering Asian artists and entertainment events, e.g. 2025 HITC music festival.

Tencent Global Career Documentary Project	Nov. 2021 - Mar. 2022
<i>Creator Partnership Operations</i>	Kingston, Canada

- Examined potential KOLs as the creators of the crowd-sourced documentary project for Tencent; successfully invited 4 key contributors and 12 KOLs for the project, solo responsible for the follow-up cooperation coordination

SKILLS

Software: Microsoft Suite (Word, Excel, PowerPoint), Adobe Premiere Pro, Final Cut Pro, Canva, CapCut

Language: English (professional working proficiency), Chinese (native), Spanish (elementary)