# Sylvan Wang

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Graduate student

## EDUCATION

| **University of Southern California** | **Master of Science, Communication Management** | Aug. 2024 - Jun. 2026 |
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- Study Communication Analysis, Quantitative and Qualitative research, SPSS, SQL, R, Python Analysis, Communication and International Economy.

| **Shanghai International Studies University** | **Language&Area Study** | Aug. 2020 - Jul. 2024 |
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- **Honors & Awards:** First-Class Scholarship, Outstanding Graduation Thesis of the Year.

- Classes: Regional and International Studies, Culture and Memory Studies

## PROFESSIONAL EXPERIENCE

| **Ylab Brand Consultancy** | **Project Manager** | Apr. 2024 - Present |
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- **Directed and presented GenZ Cultural Research Project** in MMA Summit, produced insights in cultural & generational trends using Quantitative, Qualitative and AI-driven strategies, leading to 16 + new business opportunities and significant client conversions.
- **Collaboration with Hakuhodo:** Produced research, data storytelling, and persona design. The collaboration resulted in the co-release of the ASEAN Gen Z research report, enhancing the company's industry standing.
- **Research for the Largest Screen-Ad Company in China:** Conducted trend analysis and research for Huan.tv, focusing on media consumption trends for different generation, which informed strategic content decisions and supported Huan.tv's positioning in the market.
- **AI-Driven Research Contributions**: Developed AI-driven research approaches that enhanced the company's ability to analyze consumer behavior and cultural trends. These approaches improved the quality and efficiency of research outputs, aligning with company goals.
- **Strategic Research and Business Development**: Contributed to over 20 industry reports and 20 + surveys across social sectors. These reports guided strategic decisions and identified growth opportunities, directly supporting business development.
- **PR and Media Management**: Helped the company to publish 10+ key industry insights and supported media operations, including LinkedIn, Instagram, WeChat account, official website, and video. Manage clients in preparing and submitting applications for industry awards, like The Drums, Aoy, Transform, etc, ensuring that their achievements and innovations were effectively highlighted. This involved coordinating with various teams to gather relevant data, crafting compelling narratives, and aligning the submissions with the award criteria.

| **KnowYourself** | **Digital Media Content and Analytics Intern** | Jul. 2023 - Nov. 2023 |
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- **Data Analytics and Media Operations** : Managed the KnowYourself Weibo account, focusing on content production and data analytics across seven psychology and sociology-related sections. Authored over 200 posts, with average click-through rates of 40,000 and peaks of 200,000. Conducted weekly and monthly data reviews, providing insights and strategies to optimize content performance.
- **Content Creation and Planning**: Played a key role in planning, creating, and designing content for over 50 articles on the company's WeChat account, focused on psychology and sociology. Contributed to 200+ articles, averaging over 200,000 reads per article, with peaks of up to 400,000.
- **Editorial and Operational Work**: Contributed to the editorial and operational tasks for the company's flagship new media account, KnowYourself, gaining extensive experience in managing large-scale social media accounts.
- **Topic Planning and Content Production**: Engaged in daily content planning, organizing and curating 200+ pieces of material, including current events and interdisciplinary topics, tailored to various company platforms.
- **New Media Account Matrix Incubation**: Participated in the incubation of the company's new media account matrix, learning the incubation process, design strategies, and cross-promotion rules. Managed weekly interactions between matrix accounts, contributing to consistent follower growth.

## RESEARCH EXPERIENCE

| **Multilingualism, language choice and identity construction: Diasporic Ukrainians in Shanghaianguage: Diasporic Ukrainians in a metropolitan city** | **Co-Author** | Sept. 2022 - Mar. 2024 |
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- **Analytical and Research Skills:** Demonstrates strong abilities in broad exploration and deep analysis of various subjects. Contributed as a collaborator to the research and writing of the paper titled "Multilingualism, Language Choice, and Identity Construction: Diasporic Ukrainians in Shanghai."

- **Cross-Platform and Cross-Cultural Data Collection:** Proficient in gathering, analyzing, and organizing data across different platforms and regions. Beyond writing the paper, was responsible for collecting and analyzing data related to the living conditions of Ukrainians in Shanghai, as well as data from social media and official platforms regarding the Russia-Ukraine conflict.

- **Research Methodology:** Qualitative and quantitative Research. Employed thematic analyses to examine data collected from online ethnographic observations, semi-structured interviews, and narrative framework writing.

- **Academic Achievements:** The paper's abstract was successfully accepted by international academic conferences, including the International Political Science Association's 27th World Congress, the 14th International Symposium on Bilingualism (ISB14), and the Sociolinguistics Symposium at UIUC. The full paper has been accepted for publication in the SSCI-indexed journal Sociolinguistics.

**Cultural memory studies and classic case analyses in regional and international studies**            **Researcher**            Sept. 2023 - Feb. 2024

- **Advanced Research and Academic Excellence:** Participated in a combined master's and doctoral research project. Independently conducted research on cultural studies memory and classic case analyses in regional and international studies.(96/100)

- **Interdisciplinary and Multilingual Research Proficiency** : Demonstrates strong ability to quickly absorb and process large volumes of literature, audiovisual materials, and data across disciplines and languages. In the cultural memory research project, independently explored emerging academic concepts such as modern ruins, analyzing themes like private memory, public memory, history, and utopia.

- **Open and Inclusive Approach to Interdisciplinary Research** : Maintains an open and inclusive attitude towards interdisciplinary and cross-domain content. In conducting classic case analysis for regional and international studies, rapidly mastered both basic and advanced historical research methodologies, applying them to analyze international academic case studies.

## CERTIFICATIONS, SKILLS & INTERESTS

- **skill:** PS , Procreate , Canva , PowerPoint , Au , SPSS , Qualitative Research , Quantitative Research , Podcast Edition , Data Analysis
- **certificate:** Shanghai Advanced Interpreting Certificate , Professional English Level 8 , Professional Russian Level 8
- **language:** SQL , English , Mandarin , Russian